JULY 23, 1951

BROADCASTING TELECAS

DETROIT PUBLIC LIBRARY
TECHNOLOGY DEPT
5 PUTMAN DR
DETROIT 2 MICH

OF THE 10 RADIO STATIONS IN ATLANTA . . .

JUL 24 1951
DETROIT

waga

Gives you more listeners per dollar!*

waga is CBS
in ATLANTA, GA.
590 on the dial

*Based on the percentage of listeners Sunday through Saturday 6 a.m. to midnight as reported by The Pulse of Atlanta, March-April, 1951 and latest rates published in SRDS.

20TH year

Th... Newsweekly ... Radio and ... elevision.

Now entering our

30th Year

serving and selling Kentuckiana

with WHAS QUALITY OF PROGRAMMING

First

in Louisville . . .

More Hooper FIRSTS* than all other Louisville stations combined!

**Based on total rated periods (one-quarter hours and one-half hours), Hooper Report No. 29, December '50—April '51.*

First

in Kentuckiana . . .

The only station that covers *all* this rich market*

RADIO FAMILIES 725,065 • BUYING INCOME $2,879,153,000

**The WHAS Kentuckiana Market includes 108 Kentucky counties plus 25 counties in Southern Indiana.*

50,000 WATTS ★ 1A CLEAR CHANNEL ★ 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market

CBS

WHAS

Louisville, Kentucky

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

CENTRAL CALIFORNIA'S ONLY 50,000 WATT STATION

Most advertisers are finding that the biggest station does the best job in Central California. That's why they are putting more of their advertising dollars on KFRE than any other station.

Dominant in the world's richest farming area, KFRE delivers more potential customers at a lower cost per thousand than any other media in the market.

Ask Avery-Knodel.

PAUL BARTLETT
President

KFRE

940 KC • CBS • 50,000 WATTS • FRESNO

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XUM

BROADCASTING TELECASTING ...at deadline

Closed Circuit

BECAUSE of established precedent, it's practically certain that FCC promptly will expedite hearing on proposed ABC-United Paramount merger, transfer applications for which were filed last week [BROADCASTING • TELECASTING, July 16]. ABC hopes for action by Oct. 1. It's expected Commission will sit en banc as it did on Edward J. Noble's acquisition of Blue Network (which subsequently became ABC) in 1943.

UNIQUE PLAN for formation of new Wall Street-backed equity firm to buy and lease equipment to TV station licensees on five-ten year basis, now in process of development. Originator understood to be Howard Stark, New York radio-newspaper brokerage specialist. Plan, it's said, would enable qualified licensees to procure adequate financing if credit risks are acceptable. Equity company, with several millions, would sell equipment to licensees at end of leasehold at depreciated value.

TIME-LIFE-FORTUNE'S chief editor, Henry Luce, understood to have withdrawn from negotiations for TV sponsorship of national Democratic and Republican conventions in Chicago next summer because of unfavorable reaction in behind-scenes political quarters, primarily Col. Robert R. McCormick of *Chicago Tribune*. Some politicos on bi-partisan convention committee want to ban sponsorship by beer or whiskey concern.

ABC-OWNED WJZ New York believes it has solution for removal of KOB Albuquerque from its 770 kc clear channel, pursuant to Court of Appeals decision last week (see story page 19). It will propose new frequency for KOB with present power when court's mandate is handed down two weeks hence to settle 10-year "temporary" Special Service Authorization to operate on WJZ's channel.

BEFORE he knew that Robert T. Bartley, executive assistant to his uncle, House Speaker Sam Rayburn, was slated for appointment to FCC to succeed Federal Judge-Designate Frieda B. Hennock, Capt. Harry C. Butcher, owner of KIST Santa Barbara, Naval Aide to Gen. Eisenhower during World War II and former CBS vice president, evinced interest in that FCC vacancy.

TREVOR ADAMS, assistant director of sales for DuMont TV network, reportedly slated for managership of ABC's WJZ-TV New York.

NOW THAT NARTB and BAB have finally worked out mutual membership-getting procedure, NARTB may turn attention to proposed revival of program department. This unit was formed with fanfare in mid-1947 but withered from lack of funds.

IMPENDING realignment of top executives at DuMont TV Network, long rumored but not yet announced, will see Tom S. Gallery take over direction of sports for network, with Theodore Bergmann stepping up from sales-

(Continued on page 90)

Upcoming

July 23: BMI Clinic, Seattle.
July 24: BMI Clinic, Portland.
July 26: BMI Clinic, San Francisco.
July 27-29: Carolina Radio News Directors Assn., Ocean Forest Hotel, Myrtle Beach, S. C.
July 30: FCC City-by-City TV Allocations Proceeding begins, Washington.
July 31: BMI Clinic, Los Angeles.

(More Upcomings on page 78)

Bulletins

PROCTER & GAMBLE Co., Cincinnati (Cheer detergent), signs for *Lorenzo Jones* on NBC (Mon.-Fri. 5:30-5:45 p.m.), starting today (Monday) for 52 weeks. Agency is Young & Rubicam. Contract to promote P&G's newest product giving company its seventh daytime strip on NBC, seen by network as clear demonstration of foremost network-time user's confidence in radio's selling power. P&G previously sponsored *Lorenzo Jones* but had dropped it mid-June to pick up *Backstage Wife* and thus have solid block from 3-4:15 p.m.

CBS FOOTBALL COLOR SERIES

SCHEDULE of CBS football color-telecasts set by network as follows: Sept. 29, California at Penn.; Oct. 6, Princeton at Navy; Oct. 13, Dartmouth at Army; Oct. 20, North Carolina at Maryland; Oct. 27, Columbia at Army; Nov. 3, Notre Dame at Navy; Nov. 10, Maryland at Navy; Nov. 17, Army at Penn; Nov. 24, Harvard at Yale (tentative).

EVERSHARP BUYS 'SHOW'

EVERSHARP Inc., Chicago (razors), signs for alternate-week sponsorship of 10-10:30 p.m. segment of *Your Show of Shows*, on NBC-TV completing sponsorship lineup for 1½-hour weekly program (Sat. 9-10:30 p.m.). Show resumes Sept. 4. Eversharp agency is Biow Co., New York.

Business Briefly

TRANSCRIBED FEATURE ● U. S. T
bacco, New York, to sponsor transcrib
Smiley Burnette Show on group of southe
stations from July 23. Package, owned
Radiozark, is quarter-hour, five-a-week featu
Agency, Kudner Agency, New York.

GOODYEAR LOOKING ● Goodyear Rubb
Co., New York, about to buy another hou
long dramatic show, probably on NBC-T
Agency, Young & Rubicam, New York, unde
stood to be looking at *Theatre Guild*.

WINE PROJECT ● Berrycup Wine, Ne
York, looking for availabilities in sever
markets. Agency, Gilligan & Gore, New Yor

HAROLD L. MORGAN JR. NAME ABC-TV PROGRAM V.P.

ELECTION of Harold L. Morgan Jr. as vi
president of ABC in charge of TV Progra
Dept. announced Friday, along with realig
ment of department in line with ABC's radi
TV separation policy [BROADCASTING • TE
CASTING, June 25]. Mr. Morgan has been n
tional director of television operations.

Alexander Stronach Jr., vice president
charge of TV division, announced followi
changes in TV Program Dept.: Charles
Underhill, general manager of CBS TV Pr
gram Dept., to join ABC July 30 as nation
director of TV Program Dept.; Anthony
Hennig promoted to production manage
Henry T. Hede advanced to business manage
Joseph Spagnola to replace Mr. Hede as
rector of office and studio services; Willia
M. Liiling promoted to assistant producti
manager.

Charles F. Holden continues as assistant n
tional director of TV Program Dept., respo
sible for overall telecasting operations.

Walter Irving Duncan, of Paul H. Raym
Co., station representative firm, joining AB
TV network sales staff as account executiv
On West Coast Mrs. Florence Schiro has be
promoted to radio and TV personnel direct
of ABC Hollywood.

FCC Drafts Shortcut Plan to Thaw TV

SHORTCUT PLAN to expedite overall lifting of TV freeze within next six months is expected to be adopted by FCC early this week while action on partial thaw is still seen within "near future" (early story page 64).

Consensus Friday following formal prehearing conference on TV procedure, held before full Commission, was that FCC most likely will adopt proposals for:

1. Paper presentation—direct and rebuttal —in lieu of lengthy oral hearing on city-by-city allocation proposals. Oral hearing to begin Monday (July 30) would be dropped.

2. Deadlines for filing of written testimony on staggered basis, generally following area grouping of comments listed earlier in week by Commission as order of appearance for oral city-by-city hearing (early story page 53), but confined to about 10 area groups instead.

3. First group of direct evidence would be due in suggested 30 days, second group
days, etc.—with rebuttal to first group due
days after deadline for filing of first group
direct evidence, second group's rebuttal
days after that of first, etc. FCC may pa
down 10-day intervals to weekly basis, it w
indicated. Thus, full direct and rebuttal stat
ments would be filed in 150 days or less, so
seeing 120 days as compromise.

4. Waiver of all direct oral hearing, inclu
ing DuMont which acknowledged it had
legal right thereto, excepting possible airi
of Philadelphia applicants' problem involvi
alleged property rights. Oral cross examin
tion may also be waived in favor of suggest
windup oral argument by counsel, but cro
examination if retained would be on spec
request basis.

5. Finalization of Appendices A and B

(Continued on page 90)

TELEVISION and SERVICE DEALERS

testify—

KRLD-TV

Delivers the best picture and audio signal!

IN THE DALLAS-FORT WORTH EFFECTIVE COVERAGE AREA!

A Survey of 102 Dealers in the 100 Mile Area

To arrive at a definite and conclusive answer concerning Television coverage in the 100-mile North Texas area, KRLD-TV addressed questionnaires to 102 TV dealers and service agencies asking one simple question:

"What Television Station gives the best picture and signal in your city, and within a fifteen mile radius?"

Fifty-five per cent of them replied!

AND HERE'S THE STORY

	KRLD-TV	(A) Station	(B) Station
First:	30 or 52.65%	25 or 43.85%	2 or 3.5%
Second:	19 or 43%	13 or 30%	12 or 27%
Combined First & Second:	49 or 48%	38 or 38%	14 or 14%

13 did not name second station.

KRLD's percentage of lead in combined

Over the second station 29%

Over the third station 250%

The **CBS STATION** *for* **DALLAS-FORT WORTH**

KRLD-TV

CHANNEL 4

Owners & Operators of KRLD 50,000 Watts

John W. Runyon, President

The Times Herald Station

Clyde W. Rembert, General Mgr.

The Branham Co.—Representatives

"BOSTON BLACKIE"

the half-hour adventure detective show that SELLS AND SELLS

BEER

"We have had BOSTON BLACKIE on the air for three years, and can say that it has done a very swell job for us."

Says: Peter Hand Brewery Co. Chicago, Illinois

JEWELRY

"I made a personal survey of customers, friends, and people in general, and was unable to find even one person who did not listen to and like BOSTON BLACKIE."

Says: Roberts Jewelers Zanesville, Ohio

GASOLINE

"Since 'Blackie' started sleuthing for us we have noticed a solid increase in our gasoline and oil gallonage."

Says: Gaseteria, Inc. Indianapolis, Ind.

He'll sell and sell for you, too!

Appliance dealers, auto agencies, breweries, jewelers, hardware . . . BOSTON BLACKIE starts a trail of satisfied sponsors wherever he goes. He'll do a good selling job for your client, too!

For details, write, wire or phone

FREDERIC W ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6 OHIO
NEW YORK CHICAGO HOLLYWOOD

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

EDITORIAL: ART KING, *Managing Editor;* EDWIN H. JAMES, *Senior Editor;* J. Frank Beatty, Fred Fitzgerald, *Associate Editors;* Jo Hailey, *Makeup Editor;* Dave Berlyn, *Assignment Editor.* STAFF: Lawrence Christopher, John H. Kearney, Wilson D. McCarthy, John Osbon, Allen Riley. EDITORIAL ASSISTANTS: Kathryn Ann Fisher, Pat Kowalczyk, Doris Lord, Jean D. Statz, Keith Trantow; Gladys L. Hall, *Secretary to the Publisher.*

BUSINESS: MAURY LONG, *Business Manager;* Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadt, Doris Orme; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston, *Assistant Auditor.*

CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager;* Doris J. Buschling, Jonah Gitlitz, Grace Schorm.

NEW YORK BUREAU 488 Madison Ave., Zone 22. *PLaza 5-8355;* EDITORIAL: Rufus Crater, *New York Editor;* Florence Small, *Agency Editor;* Pete Dickerson, *Assistant to New York Editor;* Gretchen Groff, Liz Thackston.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning, *Assistant to Advertising Director;* Kenneth Cowan, *Advertising Representative.*

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1. *CEntral 6-4115;* William H. Shaw, *Midwest Advertising Representative;* Jane Pinkerton, *News Editor.*

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28. *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission. *EMpire 4-0775* James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

MR. SPONSOR:

WJBK *sells* Black Raspberry
A NEW DRINK
TO 1 OUT OF EVERY 4 DETROIT HOMES
. . . WITHIN 5 WEEKS!

June 22, 1951

Jack the Bellboy
Station WJBK
Masonic Temple
Detroit 1, Michigan

Dear Jack:

Though there's talk that radio has slipped badly in TV markets, the outstanding exception to these reports is your "Jack the Bellboy" program in Detroit. We consider it stronger and more effective than ever!

You will recall that our client, Faygo Beverage Co., cautiously tried a few spot announcements on your show in 1947. It got us results. That's why, in December 1948, we stepped up to half-hour segments. The results were--to put it mildly--sensational! That's why we've been with you so consistently.

When we broke the new Faygo True Fruit Black Raspberry Contest on your program in April of this year, you helped pull nearly 50,000 entry blanks in the 8-week campaign . . . enabled us to get placement in 1 out of every 4 homes in this area within 5 weeks. Nothing like it has ever happened before in the beverage trade in this market.

Thanks for a job well done. Keep up the good work.

Cordially yours,

Julian A. Grace

Julian A. Grace,
Treasurer
W. B. DONER & CO.

JAG:bjr

Think of it! 25% of Detroit homes bought a brand new drink in only 5 weeks. Whatever your selling problem in busy Detroit, whether contest promotions, sales of beverages or dancing lessons, WJBK's high Hoopers and tremendous listener-response make WJBK the best advertising buy for greatest sales results. Call your Katz man today.

A FORT INDUSTRY STATION

WJBK —AM —FM —TV DETROIT

The Station with a Million Friends

NATIONAL SALES HEADQUARTERS: 488 MADISON AVENUE, NEW YORK 22, ELDORADO 5-2455

Represented Nationally by THE KATZ AGENCY, INC.

SPONSORS GET
"PROMOTION *PLUS*"*
ON
WDSU

TRAVELING DISPLAYS

* Colorful Truck Posters Promote WDSU Programs Throughout New Orleans!

• Everyday—Railway Express trucks travel all over New Orleans, carrying WDSU's posters that spotlight top programs. These posters are *seen*—by the people who do the *listening*—and who then do the *buying*. Another powerful "Promotion *Plus*" for our sponsors.

NO OTHER NEW ORLEANS STATION OFFERS SUCH CONTINUOUS "PROMOTION PLUS" TO SPONSORS!

• Write, Wire or Phone Your JOHN BLAIR Man!

AM TV FM
WDSU
NEW ORLEANS

new business

AMERICAN VITAMIN Assn., Hollywood (Thyavals, Orvita), sponsoring weekly 30 minute filmed *Buster Keaton Show* on stations in five markets. Stations include WXEL (TV) Cleveland, WXYZ-TV Detroit, WLWT (TV) Cincinnati, with micro wave relay to WLWD (TV) Dayton, WLWC (TV) Columbus. Contracts are for 13 weeks. **Consolidated Television Productions Inc.** Hollywood, produces the show. Agency: The Counselors, Hollywood.

AMERICAN EXPORT LINE, ITALIAN STEAMSHIP LINE and LA (Italian Airlines) sponsoring *WOR Festival of Opera* over WOR New York, Sat., 1-3:30 p.m. on cooperative basis, to stimulate travel to Italy. Agency: E. Landi Adv., N. Y.

CANADA DRY GINGER ALE Ltd., Toronto (soft drinks), starts twice to four times daily spot announcements six days weekly on number of Canadian stations. Agency: MacLaren Adv. Co., Toronto.

Network • • •

CARNATION Co., L. A. (evaporated milk), to sponsor *Stars Over Hollywood*, on CBS, Sat. 11:30 a.m.-12 p.m. (EST), for 52 weeks starting Oct. 6. Agency: Erwin, Wasey & Co., L. A.

LEHN & FINK PRODUCTS Corp. (Lysol and Hind's Honey & Almond Cream) sponsoring 10-10:30 p.m. segment of *Your Show of Shows* on alternate Saturdays, over NBC-TV, beginning Sept. 8. Agency: Lennen & Mitchell, N. Y.

GENERAL FOODS (Maxwell House Coffee) to sponsor *The Ad Libbers* comedy series starring Peter Donald, as summer replacement for *Mama*, Fri. 8-8:30 p.m. on CBS-TV for five weeks beginning Aug. 3. Agency: Benton & Bowles, N. Y.

POWERHOUSE CANDY BARS, N. Y., effective July 29 will sponsor half-hour weekly adventure series *Major Dell Conway of the Flying Tigers* Sun. 12:30-1 p.m. on DuMont Network. Agency: Franklin Bruck Adv. Corp., N. Y.

ALLIS-CHALMERS MFG. Co., Milwaukee, renews *National Farm and Home Hour* Sat. 12 to 12:30 p.m. (CDT), on NBC for the seventh year from Sept. 8 for 52 weeks. Agency: Bert S. Gittins, same city.

Agency Appointments • • •

RANCHO EGG FARMS, L. A. (waffle mix), names Davis & Co., L. A. to handle advertising. Firm today (July 23) starts three week radio spot campaign, totalling 24 spots weekly on KECA. Other stations may be added later.

RADION Corp., Chicago (radio-TV antennas), appoints Calkins & Holden, Carlock, McClinton & Smith Inc., N. Y., to handle advertising and promotion. M. J. Pulver is account executive.

TWIN CITY RAPID TRANSIT Co., Minneapolis, appoints Fadell Co., Minneapolis, to handle advertising. Radio will be used.

NORTHWEST PACKING Co., Portland, Ore. (Oregon Trail pork and beans), appoints Don Dawson Co., same city, to handle advertising. Radio to be used with other media.

M. J. HOLLOWAY Co., Chicago, names George H. Hartman Agency, same city, to handle its advertising. TV spots are planned.

Adpeople • • •

F. C. SUTO Jr., advertising manager Johnson & Murphy Shoe Co., N. Y., named manager of public relations of Stewart Harsthorn Co., N. Y., manufacturer of window shade products. Firm is planning an extensive TV spot campaign this fall, and is considering network TV program.

ROBERT P. GILLESPIE, assistant advertising manager Hunt Foods Inc., L. A., recalled to active duty with Air Force, reporting to Kelly Field, Texas. **HY FREEDMAN,** sales promotion manager and director of publicity, succeeds Mr. Gillespie during his leave of absence.

MORE... COSTS LESS... TODAY!

It costs 23% *less* today to reach each thousand homes through WGAR than ten years ago.

In 1941, WGAR's average quarter-hour evening rate (52-time basis) was $119. In 1951, the cost is $190. But . . .

. . . **WGAR** with 50,000 watts has increased its coverage 268% in the past ten years.

. . . **WGAR** now is Cleveland's most listened-to station based on recent Hooper reports.

. . . **WGAR's** cost per thousand evening homes in 1941 was $3.07. Today, that cost has gone down to $2.35 per thousand.

. . . **WGAR's** lower cost per thousand listeners does not take into account the changing value of the dollar, nor its tremendous auto audience listening 411,708 half-hours daily.

Dollar for dollar, WGAR is your best buy.

in Northern Ohio..

WGAR

the SPOT for SPOT RADIO

WGAR *Cleveland*
50,000 WATTS . . . **CBS**

RADIO . . . AMERICA'S GREATEST ADVERTISING MEDIUM

Represented Nationally by
Edward Petry & Company

The "St. Louis Ballroom" *plus* is *promotion!* Bigger, better than ever! 24 sheets, exterior bus and streetcar cards, interior bus and streetcar announcements on Transit Radio, newspaper display ads, special mail promotions and personal appearances, promotion announcements on KXOK are scoring a wide plus for "St. Louis Ballroom" advertisers. Get details from your John Blair man or from KXOK today.

KXOK

ST. LOUIS' ABC STATION
12th & DELMAR • CHESTNUT 3700
630KC • 5000 WATTS • FULL TIME

Represented by John Blair & Co.

agency

LLOYD J. GREGORY, vice president and general manager *Houston Post*, and **CHARLES J. GIEZENDANNER Jr.**, president Giezendanner Co., Houston, have formed the Gregory-Giezendanner Co., general advertising and public relations firm. Mr. Gregory, resigned from the *Post* July 1 after serving with the paper for 24 years.

Mr. Gregory

Mr. Giezendanner

DENE B. CHAPMAN, account executive Barlow Adv., Syracuse, and **DONALD G. NOWAK**, vice president and account executive Fellows Adv. Agency, Syracuse, have formed Chapman & Nowak Inc., national advertising agency in Syracuse.

DON COLVIN, WILLIAM DIENER and **CHARLES O. HUSTING** name vice presidents of Leo Burnett Agency, Chicago, with each taking re sponsibility as account supervisors.

CLINTON F. WHEELER Jr., TV and radio department BBDO, N. Y. appointed director of television and radio Hewitt, Ogilvy, Benson Mather, N. Y.

on all accounts

CONVICTIONS seem to pay off consistently for Montgomery N. McKinney, vice president and account executive at Earle Ludgin Agency in Chicago—and he has many of them. Jules Montenier, for example, maintained high sales grosses on Stopette in December and January, despite the prevalent misconception that deodorants are needed only in warm months. And W. F. McLaughlin & Co. sells about as much Manor House coffee in the summer as in the winter. These are just two of the advertising convictions Mr. McKinney has.

An ad man who can thank heredity and osmosis for some of his basic know-how, Mr. McKinney is the son of William Ayer McKinney, who opened the Chicago office of N. W. Ayer & Son, and grandson of the partner of Ayer's founder. He worked in and around advertising several years, however, before going with an agency. The around, which preceded the in, took place when he earned the NRA minimum of 40 cents an hour as a truck loader and driver in the factory of Kitchen Art Foods, a Chicago concern of which his father was president. He chose $16 weekly and a job instead of a European vacation offer after he was grad uated from Oberlin College.

He took prep work at Mt. Hermon in Massachusetts, and his fir year of college at Princeton. A "unspectacular" baseball and bas ketball player, Monty McKinne was an editor and columnist on th college paper, an eager campaigne in student government and a write ("of sorts") of essays, poetry an short stories. A summer learnin narrative writing with Thornto Wilder at the U. Chicago contraste sharply with anothe in which he so Fuller brushes i the Italian tenemen section of Cam bridge.

Mr. McKINNEY

He learned a har lesson when his Fu ler brush traine tramped the stree five hours without sale, but continue doggedly for thre more to get his day quota. "The custom ers are here; we' just got to fin them," he said.

Monty McKinne has been looking fo the customers ever since, an found a lot of them after gettin down from his truck and up to th front office of Kitchen Art Food He remained as a salesman an sales promotion manager unt 1941, when he joined the Ludgi agency to handle catalog work o

(Continued on page 45)

beat

WELLS W. SPENCE, vice president Hanly, Hicks & Montgomery, N. Y., to McCann-Erickson, N. Y., as executive on various accounts in drug field.

CAL MORRIS, manager of program research NBC, to Raymond Spector Co., N. Y., in executive capacity.

KENNETH TWYMAN, director of beer and beverage division Ruthrauff & Ryan, N. Y., to Cecil & Presbrey, N. Y., as vice president.

Mrs. **ALICE McDONOUGH**, assistant media director Olian Adv., St. Louis, named media director, handling national radio and TV time-buying. She replaces **JAMES O. NEAL**, now senior account executive.

WALTER M. KERR, manager of Edmonton office Stewart-Bowman-MacPherson Ltd., Vancouver, named vice president. **HUBERT S. WATSON**, Vancouver office of agency, appointed director, and **ROBERT McNICOL**, manager Calgary office, named director. **E. BLAKE BALLENTINE**, Vancouver, was elected president.

ED WHITTLEY, timebuyer Badger & Browning & Hersey, N. Y., to Sullivan, Stauffer, Colwell & Bayles, N. Y., in similar capacity. **ARTHUR PARDOLL**, timebuyer, SSC&B, named assistant to one of partners and business manager of radio and TV department.

FRANK ALFRED DANIEL, timebuyer Lennen & Mitchell, N. Y., named business manager of radio and TV department. **WILLIAM D. SMITH**, Buchanan & Co., to L&M, as chief timebuyer.

ROGER ALBRIGHT, promotion manager WJW Cleveland, appointed publicity director Gregory & House Inc., same city.

LEE RINGER Adv., Los Angeles, changes its name to Ringer & Assoc. Inc. No change in ownership or personnel is involved.

BOB HOENIG, publicity department Warner Bros., to Walter McCreery Inc., Beverly Hills, Calif., as manager, promotion department. He replaces **CARL BLUMAY**, resigned.

VIRGINIA HENNING, traffic manager BBDO, Los Angeles, installed as assistant treasurer, Los Angeles Advertising Women Inc. Also installed were: **MARTHA JEFFRES**, executive secretary, Southern Calif. Advertising Agencies Assn., as corresponding secretary; **ANONA HANSEN**, media director, C. B. Juneau Inc., L. A.

HAROLD MERILLAT, art director H. W. Kastor & Sons, Chicago, to Tatham-Laird, Chicago.

ALICE WESTBROOK, copy supervisor in advertising department Toni Co., Chicago, to Tatham-Laird, Chicago, on creative staff.

MICHAEL DONOVAN, Ward Wheelock Adv., Phila., to McCann-Erickson, N. Y., as timebuyer in radio and TV department.

JOHN LaCERDA, owner The John LaCerda Agency, Phila., appointed Tuesday luncheon chairman at Poor Richard Club.

BETTIE TANNER, WXYZ-AM-TV Detroit, appointed publicity director Ruse & Urban Inc. Adv., Detroit.

LAVONNE GATES to John I. Edwards & Assoc., L. A.

ELEANOR SMITH MILAN, Young & Rubicam Inc., Hollywood, and George Milan, announce their marriage.

W. C. JOHNSON to Needham, Louis & Brorby, Chicago, as account executive. He was with Ruthrauff & Ryan, same city, where he worked on Ken-L Products account. Account recently transferred to NL&B.

PRELIMINARY list of Canadian advertising agencies enfranchised by Canadian Assn. of Broadcasters for fiscal year 1951-52 totals 64 agencies, of which 11 are branches of American agencies and one British agency. U. S. agencies represented on list are **ATHERTON & CURRIER Inc.**, **BENTON & BOWLES Inc.**, **ERWIN, WASEY of Canada Ltd.**, **GRANT ADV. of Canada Ltd.**, **HUTCHINS ADV. of Canada Ltd.**, **KENYON & ECKHARDT Ltd.**, **O'NEILL, LARSON & McMAHON**, **RUTHRAUFF & RYAN Inc.**, **J. WALTER THOMPSON Co. Ltd.**, **YOUNG & RUBICAM Ltd.**, and **ARMAND S. WEILL Co. Inc.** All have offices at Toronto or Montreal, and few at both cities.

ON THE
WASHINGTON SCREEN

Consistently

One of Washington's
Top Local TV Shows...

Average Rating-14.0!

AUDIENCE COMPOSITION	
MEN	26.4%
WOMEN	30.2%
CHILDREN (under 16)	43.4%

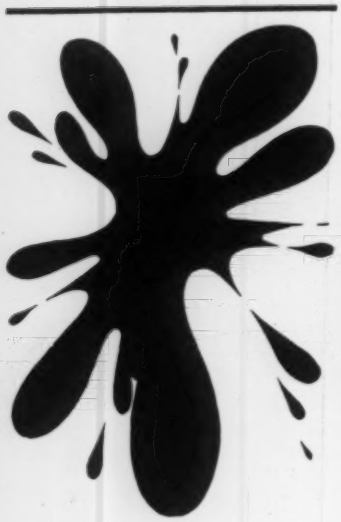
Monday thru Saturday
6 to 6:45 pm

For some three years, Frontier Theater has been one of the most viewed local programs in the Nation's Capital! Featuring a top-flight Western film every nite Monday thru Saturday, it presently boasts an average quarter hour rating of 14.0! **Check NOW on the few open one minute availabilities.**

Represented Nationally By
The KATZ AGENCY, Inc.

WMAL **WMAL-TV** WMAL-FM

THE EVENING STAR STATIONS
WASHINGTON, D. C.



WOOPS!!

Just to catch your eye, Mr. Timebuyer—Here at WRC, we feel that our sales story is something more than marks on paper. The statistics live, breathe and tell the wonderful success of WRC's dominant position in this rich, always-growing market.

WRC listening is up—way up. Some very choice availabilities in spots and programs are keyed to the listening tastes of the capital city. You see, we know this market, and we know what we can accomplish for a product. We've been here a long time, growing with our audiences.

The latest American Research Bureau report tells the story. We'll stand on that!

FIRST in WASHINGTON
WRC
5,000 Watts • 980 KC
Represented by NBC SPOT SALES

feature of the week

Mrs. V. O. Miss O. P. Miss Glodstrotter Mrs. A. J.

* * *

WHAT started out as a studio gag has developed into an advertising promotion campaign that has San Francisco talking and chuckling—and tuning in to the *Judy Deane Show*, an early morning musical offering on KNBC San Francisco.

Listeners were first introduced to the gag in advertising columns of the newspapers, where pictures began to appear of unlikely looking young ladies with unlikely names and unlikely problems that confounded and saddened them—until they began tuning in the *Judy Deane Show*.

A typical example: "Ophelia Glodstrotter of Poughkeepsie was to connect with the HMS Pinafore here in SF for a slow ride to Saigon. She missed her connections and was most unhappy until she dialed KNBC at 9:00 a.m. for the *Judy Deane Show*. Now Miss O. G. doesn't care if the boat never comes in. You won't either when you get the listening habit to Judy Deane. It's on KNBC weekdays."

And: "He walked out in 1927 and never came back," writes Mrs. A. J. of Union Street. Three years ago, he sent me a Christmas card from Tanganyika." But Mrs. A. J. keeps

(Continued on page 84)

* * *

Mr. Thompson Mr. Letts Mr. Grover Mr. Steinke

strictly business

Mr. PROUTY

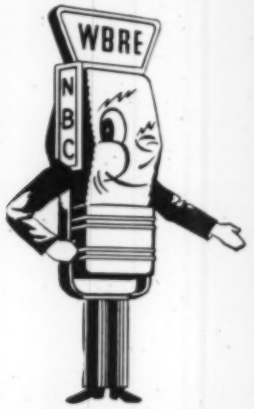
NORMAN PROUTY, radio sales manager of WFIL Philadelphia, has an impressive record of service in the fields of radio sales and advertising. His early interest in advertising was kindled when he secured a summer position with a small agency in New York, while still an undergraduate at McGill U., Montreal. His interest was further stimulated by the fact that his father, a former newspaper man, also was in the advertising business.

Following his graduation, Mr. Prouty joined Benton & Bowles as a member of the college promotion squad and later became a radio timebuyer in the agency's media department. In 1935 he decided that he preferred selling to buying and joined the staff of Joseph Her-

(Continued on page 84)

IT'S STILL AGREED

"The Shows the Thing"



AND THE RECORDS PROVE US RIGHT!!!

A Recent Conlan Audience Listening Survey Revealed That . . .

THE FIRST THIRTEEN DAYTIME PROGRAMS IN ORDER OF POPULARITY WERE ON

WBRE

1. News at Noon*
2. Just Plain Bill
3. Life Can Be Beautiful
4. Big Sister
5. Double or Nothing
6. Front Page Farrell
7. Ma Perkins
8. Lunchtimers*
9. Road of Life
10. Polka Dots*
11. Young Widder Brown
12. Second Spring
13. Backstage Wife

• • •

★ We're all bustin' with pride over the fact that THREE of the TOP TEN are our own LOCAL SHOWS. Really something to consider in your Fall plans!

WBRE
WILKES-BARRE PENNSYLVANIA
AM-FM AFFILIATE

when you're counting costs in DETROIT you can count on **WWJ.**

you sell the dynamic

3½ BILLION DOLLAR

Detroit Market

for

14.5% less

when you buy

WWJ's average cost-per-thousand listeners in the Detroit market serving 828,720 families is 14.5% *lower* than the average cost-per-thousand for radio time in Detroit (based on March-April 1951 Pulse ratings).

FIRST IN DETROIT *Owned and Operated by* THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

Associate Television Station WWJ-TV

WWJ AM-FM

Basic NBC Affiliate

AM — 950 KILOCYCLES — 5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

You get a lot for a little*

*MORE LISTENERS-PER-DOLLAR THAN ANY OTHER TV OR RADIO STATION IN BALTIMORE

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY

BROADCASTING
TELECASTING

Vol. 41, No. 4 WASHINGTON, D. C., JULY 23, 1951 $7.00 A YEAR—25c A COPY

RADIO BUSINESS UP

Bright Spot Is Local—'Trends'

RADIO business is better than it was a year ago in both TV and non-TV markets, according to a TRENDS questionnaire survey conducted by BROADCASTING • TELECASTING.

Brightest spot in the nationwide picture is local business, according to the magazine's continuing study of executive opinion. The TRENDS survey covers the May 1950-May 1951 year and April-May 1951 month.

Analysis of returns from a cross-section of radio stations shows that television's impact is being felt in local business of radio stations but the impact does not appear to be serious. This appears in the form of a somewhat higher increase in local business for stations in non-TV markets compared to those in areas having television. The difference is mainly a matter of amount of increase.

Actually, local business is increasing substantially at radio stations in TV markets. In non-TV markets the increase is notable, with over half of stations enjoying 10% or more boost in local business this year.

Hold Their Own

Half of the stations in TV markets held their own or increased their national spot business in the May-to-May year. In non-TV markets four out of five stations held their own or boosted their national spot sales during the 12-month period.

Network business during the 12-month period followed rather closely the trend in national spot.

The BROADCASTING • TELECASTING TRENDS survey is based on a scientifically prepared cross section of the industry. Percentage figures are based on returns showing a slightly heavy ratio of regional stations but this is not believed to affect materially the basic trends shown in the percentage calculations.

In separating stations by size (small, medium and large) it was found that small stations in TV markets were about half up and half down in volume of local time sales during the May-to-May year.

Small stations in non-TV markets, on the other hand, almost unanimously recorded good increases in volume of local business.

Small stations in non-TV markets enjoyed much better national business, with only two of the stations surveyed reporting less national business. In TV markets just half the small stations reported more or the same volume of national business during the 12-month period.

A similar situation was found in the case of medium-sized stations. Two-thirds of large stations in TV markets had better local business but two-thirds had less national business during the year.

Small and medium stations both showed better national business in TV and non-TV markets from April to May. Local business was better and national business was about the same at large stations in TV markets.

One factor in the generally increased business, but not the controlling element by any means, was the upward adjustment of station rate cards.

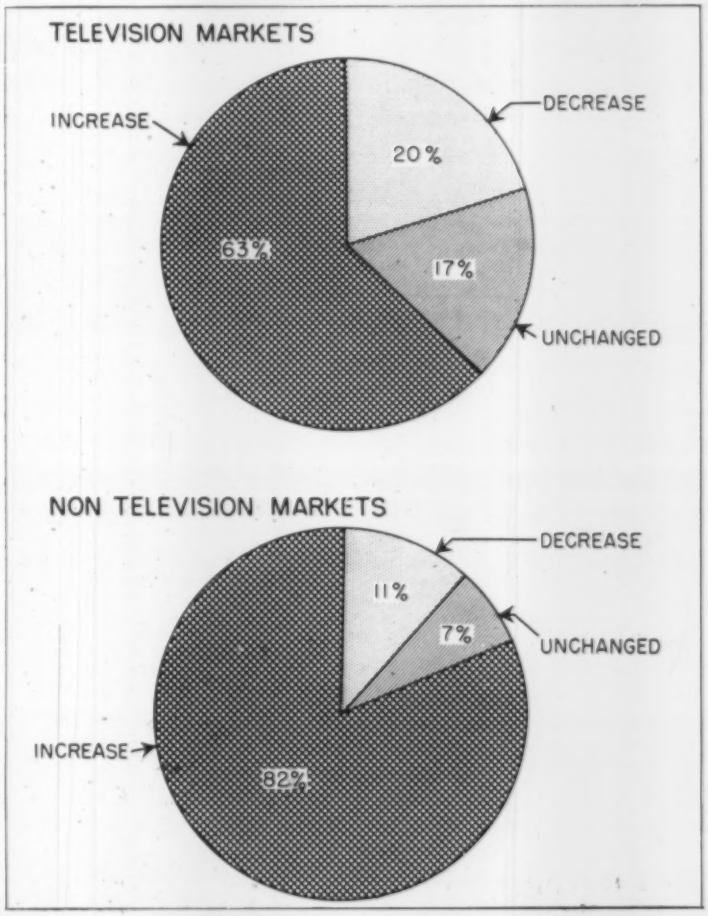
Many Increase Rates

One out of four stations increased their rates in at least one time segment during the past year. Nearly twice as many stations increased rates in non-television markets as was the case in markets with TV service.

Median average increase in rates, regardless of type of market, ranged between 10% and 22%.

* * *

LOCAL BUSINESS OF STATIONS
May 1950 to May 1951



RATE CARD TREND
(May 1950 to May 1951)
RADIO

Ratio of radio stations (all types) increasing and decreasing their rates from May 1950 to May 1951, by TV and non-TV markets (figures show percentage of stations in each category):

% Stations	TV Markets	Non-TV Markets
Increase	17%	31%
Decrease	0%	2%
Unchanged	83%	67%
	100%	100%

* * *

Radio stations fared well in the volume of local business during the May-to-May period. Eight out of 10 stations in TV markets enjoyed increased or unchanged local time sales, not far below stations in non-TV markets where nine out of 10 stations enjoyed increased or unchanged local business (see Tables I and II, page 22).

The ratio in the April-May 1951 period was similar, indicating local business was generally better in May than in the previous month.

Thus TV appeared to have no serious effect on local time sales of radio stations, judging by these figures.

Analyzing local radio business in TV markets by amount of change during the May-to-May period, it was found that increases ranged from less than 5% to more than 20%, with one out of five reporting increases of 20% or more.

In the case of non-TV markets, more radio stations showed increases in local business from 10% upward than occurred in TV markets.

Compares Volume

Stations in non-TV markets maintained their volume of national spot sales somewhat better than was the case in TV markets. From May-to-May half of stations in TV areas increased their national spot billings or held them at the same level. In non-TV areas, however, better than four out of five stations increased or maintained their national spot business during the year (see Tables III and IV, page 22).

Two out of three stations in TV markets increased or maintained national spot business from April

(Continued on page 22)

KEYL TO FT. INDUSTRY

Fourth TV Outlet

THE FORT INDUSTRY Co. last week acquired its fourth television station—subject to customary FCC approval—with the purchase of KEYL (TV) San Antonio, Tex., for a figure of $1,050,000. The transaction was closed by George B. Storer, Fort Industry president, with a committee representing the some two dozen KEYL stockholders.

Operating on Channel 5, KEYL took the air in February 1950. It is affiliated with ABC, CBS and DuMont networks and is represented nationally by Blair TV.

Fort Industry acquired all of the 5,000 shares of San Antonio Television Co. stock at $210 per share. Principal stockholders are H. H. Coffield, Rockdale, Tex.; W. L. Pickens, Dallas, and R. L. Wheelock, of Dallas, each holding 1,098⅔ shares. W. D. (Dub) Rogers Jr., vice president and general manager of the station and a member of the NARTB-TV board, holds 418 shares and W. R. Nichols, of Dallas, 582 shares. These stockholders account for more than 4,000 of the 5,000 outstanding shares, with the balance being held in small lots by individuals in Texas and Minnesota.

Fort Industry Stations

The Fort Industry Co. operates three other TV stations: WSPD-TV Toledo; WJBK-TV Detroit and WAGA-TV Atlanta. Applications are pending for stations in Wheeling, Miami and Minneapolis.

Fort Industry Co. also operates seven AM stations (WSPD, WJBK, WAGA, WWVA Wheeling, WMMN Fairmont, W. Va., WGBS Miami and WSAI Cincinnati).

AM Outlet

Whether Fort Industry will seek to acquire an AM companion station for KEYL could not be ascertained last week. If a sister AM station is purchased it will necessitate the sale of a Fort Industry-owned AM station because of the FCC rule-of-thumb limiting AM ownership to the current maximum of seven.

F&P CHANGES

Morrison Heads S.F. Office

APPOINTMENT of William A. Morrison as radio manager for Free & Peters' San Francisco office was announced last week by H. Preston Peters, president of the station representative firm. Mr. Morrison, formerly with Sidney Garfield & Assoc. advertising agency as vice president and media director, replaces A. Leo Bowman.

Promotion of Hal Hoag to position of Western manager also was announced. Mr. Hoag has been manager of the Hollywood office, and Mr. Morrison will report to him in his new position. Mr. Peters said Mr. Morrison had handled "some of the largest West Coast spot radio campaigns" in his work with Sidney Garfield.

FOOTBALL PACTS

Teams Set Radio Schedules

WITH a torrid pennant race in baseball still raging in the American League, professional and college football teams already are preparing broadcasting schedules for the upcoming 1951 grid season.

WCAU Philadelphia will air all 12 Philadelphia Eagles' games, plus four of its pre-season contests. Miller Brewing Co., Milwaukee, will sponsor the broadcasts. Details of the Miller agreement with WCAU and the Eagles cover the 1952 season and provide for additional option years.

Broadcasts will start Aug. 12 using WILK Wilkes-Barre and WCMB Harrisburg, to round out a three-station network. Bill Sears, WCAU sportscaster, will handle the broadcasts again this year.

The following week, Admiral Corp. will sponsor the 18th annual All-Star football game between the College All-Stars and the Cleveland Browns, National Professional Football League champions, over MBS, Friday, Aug. 17, beginning at 9:30 p.m. Game will be broadcast exclusively by Mutual from Chicago's Soldier Field.

KSL Coverage

The games of Brigham Young U. will be carried exclusively by KSL Salt Lake City, which will also handle the school's basketball contests during the coming season.

WCKY Cincinnati will air the U. of Kentucky games. A sports roundup will preceed the games, and scores and highlights from around the country will follow. Don Hill, well-known sportscaster, will handle play-by-play chores.

For the fourth consecutive year Standard Oil of Indiana will sponsor the U. of Nebraska games over KFAB Omaha. Lyell Bremser, program director, will handle coverage.

CBS REALIGNMENT

Naming Dept. Heads

THE PROCESS of splitting the CBS radio and television operations continued last week as Radio Division President Howard S. Meighan and TV Division President J. L. Van Volkenburg picked their respective department chiefs and these heads in turn proceeded to designate their own assistants.

Mr. Van Volkenburg's Television Division lineup, reportedly nearer completion than the radio list, was said unofficially to include the following nominees for these key posts:

Hubbell Robinson Jr., in charge of programs; David V. Sutton, sales; William Golden and John P. Cowden, sales promotion and advertising; Merle Jones, Columbia-owned stations; Oscar Katz, research; Frank B. Falknor, operations; I. S. Becker, business affairs; Michael Foster, press information.

In the Radio Division, expected to be announced this week, chief speculation centered on Lester Gottlieb as program head; John J. Karol, sales; Louis Hausman, sales promotion and advertising; Kelly Smith, Columbia-owned stations; Harper Carraine, research; James M. Seward, business affairs, and George Crandall, press information.

Parts of the radio lineup were made known by CBS President Frank Stanton in a letter reassuring the network's radio affiliates that CBS still considers radio "America's No. 1 mass medium" and will continue to promote it aggressively (see story page 34).

Asserting that the divorcement of radio and television operations will permit the Radio Division "to concentrate all of its energies on a single medium," Mr. Stanton pointed out that Mr. Meighan had been named president of the radio unit and added:

"Working with him—exclusively in the interest of radio— will be Kelly Smith, Louis Hausman, James Seward. John Karol, Lester Gottlieb, Ed Chester, and other experienced radio operating executives."

Mr. Chester is CBS news director and presumably will hold a comparable position in the Radio Division. Mr. Smith has been vice president in charge of station administration; Mr. Housman, vice president in charge of sales promotion and advertising; Mr. Seward, vice president in charge of business affairs, network programs; Mr. Karol, radio network sales manager; Mr. Gottlieb, program manager.

Of the others on whom Radio Division speculation centered, Mr. Carraine has been assistant director of research, and Mr. Crandall has been director of press information.

TV Lineup

In the expected TV Division lineup, Mr. Robinson has been vice president in charge of network programs (AM and TV); Mr. Sutton, TV sales manager; Mr. Golden, associate director of the sales promotion and advertising department, and Mr. Cowden, general manager of the department; Mr. Jones, manager of KNX and KTSL (TV) Los Angeles and the Columbia Pacific Network; Mr. Katz, research director; Mr. Falknor, vice president in charge of program operations; Mr. Becker, director of business affairs, network programs, and Mr. Foster, assistant director of press information.

Separate departments for legal and accounting also are being set up, but the stations relations department and the general service units, such as treasurer's office, engineering, auditing and tax units, will continue to serve both the Radio and TV Divisions.

Drawn for BROADCASTING • TELECASTING by Sid Hix

". . . and speaking of Communist influence on the FCC, don't forget that this agency sanctioned the Red Network for many years!"

FLOOD COVERAGE

Radio Writes—And Lives—A New Saga

RADIO AND TV service swelled with rising flood waters that inundated a section of the nation last week.

Broadcasters who escaped being engulfed in the billion-dollar three-state catastrophe marshalled their fullest resources to serve Red Cross, civil defense and other services and relay information to listeners and televiewers. Those who were forced off the air could only count their blessings—physical and material, while the torrent subsided from the streets of Topeka and other key cities.

The value of radio and TV as a sentinel in the fight against flood and fire inroads could not be measured in the monetary figures placed on the damage alone—damage that left thousands homeless, wreaked havoc on countless railroad terminals, factories and defense plants, and otherwise moved Capitol Hill and government authorities to unprecedented action.

Congress pressed through a $25 million flood relief bill with great alacrity. The Office of Defense Mobilization, concerned with the cost of disaster in terms of materials and facilities, ordered an immediate survey of the area. And President Truman flew over his native Missouri to obtain an eye-witness account of the nature-inflicted tragedy.

Radio staffs worked around the clock as mounting flood waters battered eastern Kansas—Salina, Topeka, Manhattan, Kansas City, Kan., and Kansas City, Mo. Reports piled up of sleepless nights, endless toil and unbelieveable misery as broadcasters rallied to combat the flood in two-fold roles of private citizens and public-service sentinels.

Emergency Equipment Used

KSAL Salina was forced off the air in a city which found itself at least three-quarters under water. Two other outlets—WIBW and KTOP were flooded out in Topeka, heavily industrialized city. When transmitters were submerged, the stations rigged emergency equipment to carry on. A similar situation prevailed in Manhattan where KMAN, along with the entire business district, was inundated.

In instances where station operation was not affected, broadcasters operated around the clock, maintaining a steady flow of announcements on water and power supply, traffic, volunteer requests and other vital information. All stations abandoned commercial schedules and went all out on news reporting and public service, sometimes with hastily-improvised setups.

Transmitters in Kansas City, Mo., situated on high ground, kept up operation, compiling a saga of stick-to-it-ivness seldom surpassed. WDAF remained on the air, 24 hours daily, for three days. KCMO broadcast messages from members of separated families. WDAF-TV stripped its mobile equipment, transporting it by elevator to the roof where it brought in views of raging fires in closeup. Station telecast almost 12 hours of flood and fire scenes.

Topeka was doubtless the hardest hit in the rampaging flood. The waters that temporarily immobilized WIBW and KTOP pending emergency setups also knocked out WREN, but the latter also returned to the air, with pickups from KLWN Lawrence. KJAY was unaffected. KLWN, one of the nation's newer outlets, went full time. St. Louis stations cooperated on a mutual-exchange plan as the flood crest slushed under farmlands and moved toward the city.

Transit radio played a vital role in Kansas City, once again attesting to its value as an emergency medium for allaying panic.

Radio and television networks devoted many man and program-hours to coverage of the disaster.

In addition to its regular newscasts, NBC carried a number of spot cut-ins from WDAF Kansas City, while NBC-TV provided even more detailed coverage with numerous spot films ranging from one minute up.

CBS, ABC Pickups

CBS carried special pickups from WIBW Topeka featuring WIBW's Art Holbrook, and from KMBC Kansas City. CBS-TV scheduled special pictures of the flood and viewers of Ed Sullivan's *Toast of the Town* on July 15 heard a two-way telephone conversation between Jim Barnes in Kansas City and Bill Downs reporting on flood and fire conditions.

ABC utilized the facilities of WREN Topeka for on-scene report by WREN's Max Falkenstein, gave special reports on its *Headline Edition* and *This Week Around the*

(Continued on page 28)

RAMPAGING waters of the midwestern flood found KCMO Kansas City, Mo. right in the middle of moving from old quarters to its new Radio Center, with plenty of toil for everyone. Actual move took three days but KCMO's news staff, working around the clock, provided complete coverage of the flood from all vantage points. T. L. Evans (l), president of KCMO Broadcasting Co., brings in five gallons of boiled water to the newsroom after supply is cut off. Assisting with flash reports of the disaster are (l to r): E. K. Hartenbower, KCMO general manager; Sid Tremble, program director; Ken Heady, production director, talking with Bruce Davies (behind post), assistant agricultural director; F. C. Strawn (with phone), promotion and publicity chief, and Larry Whyte, KCMO newsman.

RADIO WINS IN EUGENE

Outpulls Papers

RADIO overwhelmingly outpulled newspapers in producing traffic and purchases for four stores in Eugene, Ore., a city of 35,000, according to results of studies conducted by Advertising Research Bureau Inc.

More than three times as many persons were attracted to the stores by radio (KORE), in comparison to the newspaper drawing power, the four studies reveal. A slightly smaller percentage of radio traffic made purchases, but the dollar value of purchases by radio customers was 2½ times that of newspaper customers.

Media Expenditures Equal

As in the case of past studies by ARBI, equal sums were spent for radio time and newspaper space. ARBI research specialists stationed at the four stores contacted customers, making detailed reports on each. ARBI has been conducting traffic-purchasing tests in many parts of the nation [BROADCASTING • TELECASTING, July 2, May 7].

The Eugene study shows what happens when one station conducts an ARBI survey in a four-station-one-newspaper city. The newspaper is the third largest in the state. Lee Bishop, manager of KORE, pointed out that many of the ARBI surveys have been conducted in larger cities.

Radio Increases Traffic

Brought out once more in the Eugene studies was the ability of radio to increase its traffic during the three or four-day period of an ARBI test, contrasted to the fast falling-off newspaper-induced traffic after the first day.

Also revealed again was the fact that an important segment of the public is not reached by newspapers. Furthermore, the studies reaffirmed the finding that consistent repetition of a commercial over a period of days—a radio device of long standing—should be used by retailers.

Stores have complete freedom in selection of items to be advertised. It was shown that traffic brought into stores by the combined radio and newspaper advertising had a high rate of conversion into purchasers.

The detailed studies follow:

FOUR STUDIES COMBINED

	KORE	Newspaper	Both	Other	Total
Traffic	219	67	53	39	378
% Traffic	57.9	17.7	14.0	10.4	100.0
No. Purchasing Merchandise*	90	32	31	15	168
% Purchasing Merchandise*	41.1	47.8	58.5	38.5	44.4
% Dollar Value of Purchases*	55.2	20.3	13.2	11.3	100.0

Per Cent of Traffic by Medium, by Day

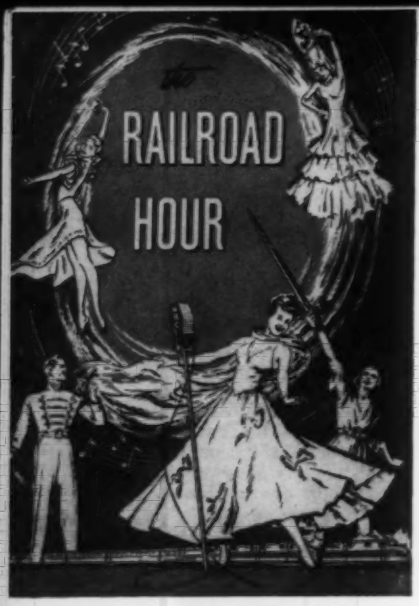
	KORE	Newspaper	Both	Other	Total
% First Day	57.0	20.8	12.1	10.1	100.0
% Second Day	58.5	16.9	16.2	8.4	100.0
% Third Day	58.6	14.1	14.1	13.2	100.0

Per Cent of Traffic by Medium, by Residence

	KORE	Newspaper	Both	Other	Total
% In City	63.9	64.2	60.4	51.3	62.7
% Outside City	36.1	35.8	39.6	48.7	37.3
% Total	100.0	100.0	100.0	100.0	100.0

* These figures include all purchases made in the departments in which the surveys were made by customers showing an interest in the test merchandise.

(Continued on page 30)



Lessons in Radio's Impact . . .

'The Railroad Hour'

DURING its three-year contact with the American public through radio's low-cost facilities the Assn. of American Railroads has developed scientific means of finding out some of the effects its *Railroad Hour* is having on America's 41 million radio families. For the third time AAR's research staff has analyzed its audience. The results tell an effective story of radio's ability to reach the largest segment of the public at the lowest cost. More significant, however, is the answer given those who contend that television is reducing radio to a withered facility with a thin trickle of listeners.

By J. FRANK BEATTY

ONE blustery weekend last February an entire economy trembled as a crippling, crushing railroad strike threatened its very lifeblood.

The pyramiding paralysis of a tieup in the world's largest and most efficient transportation system was dramatizing once again the basic role of the iron horse in American civilization.

Many things—important things—were done during those dark days of negotiating and conferring. From the White House down there was action aplenty.

In that gloomy moment, as union leaders flaunted an agreement signed just before Christmas, the harried leader of the nation's rail carriers took time out to accept the weekly hospitality of 10 million friends.

Their leader—William T. Faricy, president of the Assn. of American Railroads—spent 2½ minutes talking into the nation's living rooms via 170 NBC radio stations.

In that brief period he was able to discuss this major crisis over the only available facility that reaches instantaneously into over 95% of the nation's homes. And in that interval he was able to tell clearly, concisely and effectively the railroads' side of the story to a receptive audience.

Added to the potency of the spoken word was the flexibility of the 30-year-old radio medium. Up to the last minutes before air time of the *Railroad Hour* (Mon., Feb. 5, 8 p.m.) events were happening rapidly. Through this chain of developments Mr. Faricy and his aides were able to keep the message current and the final revision was completed just before NBC's familiar chimes signaled the arrival of one of America's favorite musical programs.

In tune with the motif of the program, Mr. Faricy presented a calm story. He made no attempt to punch over a selling message, for the *Railroad Hour* is designed to build friendships—millions of them.

These 30-minute visits in millions of America's homes are nearing the end of their third year. Tonight's broadcast will be the 147th in the series. Again some 8 to 10 million persons will gather around their radios in living room, auto and vacation resort to hear Gordon MacRae and Dorothy Warenskjold in "Roaring Camp," a musical version of Bret Harte's rugged tale of gold-rush days.

Forceful Lessons In Friendships

As the third year comes to a close there emerges a series of lessons in how to make friendships by the million and how to influence all types of people in all sorts of places.

LESSON No. 1—Radio's impact hasn't been hurt appreciably by television, at least so far as the *Railroad Hour* is concerned, and here's why:

● The 1949-'50 Nielsen rating averaged 9.2.

● The 1950-'51 Nielsen rating averaged 9.0.

● A substantial increase in share-of-audience has occurred from 1949-'50 to 1950-'51.

● Average audience, too, has increased.

LESSON No. 2 (and here's a piece of advertising news that will reverberate up and down Radio City and Madison Ave., and then out across the country)—The *Railroad Hour* has shown radio's power by drawing one of the greatest responses to an educational offer in the history of NBC:

● One full commercial and three billboards on four programs brought 120,437 requests for a souvenir program booklet.

● Within two days of the first announcement (April 16) 28,213 mailed requests had come to AAR headquarters.

● By program time the next Monday AAR had received over 78,000 requests.

● Of writers, 98.8% gave the exact address in every detail (Railroad Hour, Transportation Bldg., Washington 6, D. C.), a demonstration of radio's effectiveness that startled postal officials.

LESSON No. 3—Radio combines low cost with its far-reaching impact:

● Each listener contact costs about one-fifth of a cent or about 468 contacts per dollar spent on radio.

LESSON No. 4—Radio's audience is best built and retained by year-round scheduling:

● AAR's *Railroad Hour* is on the air 52 weeks a year.

● AAR will start its fourth fall-winter-spring series when the present summer series of original musical dramas is completed.

LESSON No. 5—The brief, closing announcements or billboards are highly effective:

● AAR devoted one full commercial and three subsequent billboards to the offer of a souvenir booklet. Response to the billboards was highly effective, as shown by an exhaustive AAR analysis.

LESSON No. 6—Radio commercials have a persisting effect:

● Ten days after the final commercial 332 requests were received.

● Eighteen days afterward 110 were received. At that point returns had slowed down to a trickle and tabulating ended.

LESSON No. 7—The radio audience represents all sections of the population, with an impressive ratio of professional and business people, judging by an analysis of

(Continued on page 42)

* * *

Mr. FARICY

SENATORS HEAR COY

Restate TV Goals

IF INDUSTRY goes along, the television freeze can be lifted in late September, FCC Chairman Wayne Coy told Senators last Wednesday.

This electrifying prediction, which created a flurry in radio-TV stock transactions on the New York exchange, was given during Chairman Coy's testimony before the Senate Interstate Commerce Committee.

Measuring up to advance notices, the committee cut a wide path of inquiry covering key broadcast issues including the television freeze, educational reservations, the so-called Richards case and the WMIE Miami case.

The hearing was held at the request of committee members who had a few questions to ask the chairman and who wanted to discuss the issues with him [BROADCASTING • TELECASTING, July 16].

Highlights of Hearing

In brief, here are the highlights:

● Chairman Coy said FCC believed the National Production Authority would permit necessary building once the freeze was lifted.

● The freeze could be lifted in September if a city-by-city allocation hearing can be by-passed with a final decision rendered on written evidence submitted (for other freeze news see page 64 and AT DEADLINE, page 4).

● Allocation grants will be handled on a priority basis with areas now without TV service being considered first, those areas with one station next, etc.

● If lawyers of interested parties fail to agree in the prehearing conference (scheduled for last Friday) he could not say how long it would take to clear up the allocation question.

● Those who are "caught" in the freeze and are without television in their area can only blame an unwillingness to pioneer in the field or to share expectant losses in early station operation.

● There should be about 1,500 TV stations in the next five years, 2,500 within 10 years of the approximate 3,000 stations permitted by the plan.

● The chairman objected to a suggestion by Sen. William Benton (D-Conn.) that non-commercial institutions be permitted to sell time to help finance stations.

● He also criticized educators who complain that radio-TV stations are "misused" since they (the educators) "ignore the general improvement of understanding" given by such programs as news and discussion.

● Sens. Benton and Ed C. Johnson (D-Col.), chairman of the commerce group, joined hands in support of Sen. Johnson's proposal that would require commercial TV stations to give a specific percentage of their time to educational programming rather than reserving entire channels.

● Chairman Coy refused to discuss the "merits" of the Richards case, but told the committee the FCC would re-open its WMIE Miami case to gather new or additional evidence providing it is offered by testimony for the record.

The prediction by Chairman Coy on the freeze end brought comment by J. L. Van Volkenburg, president of the CBS Television Div., who said: "We eagerly look forward to any move by the FCC which will bring television to the remaining 40% of the nation."

Chairman Coy's appearance before the committee had full coverage from the Capitol Hill news echelon. CBS tape recorded portions of the testimony.

Sen. James P. Kem (R-Mo.) took the lead in questioning about the freeze. His approach was direct. The Senator asked if "unfairness" had not been created "by the freeze and the long time which it has continued in effect?" He referred specifically to places like St. Louis and Kansas City which have only one TV station on the air.

Chairman Coy answered that the "inference of unfairness you are talking about . . . goes to the people in St. Louis . . . to the people in Kansas City who now want to get it [TV] and at that time [prior to Sept. 30, 1948, date of the freeze beginning] did not want it because they thought it was a big, losing business."

Describing the NARTB TV and Commission adopted proposal that FCC should hold no further hearings on city-by-city allocations and start the granting of channels on the basis of written comments, Chairman Coy said: "I hope we may have a final order by the latter part of September."

Disagrees With Jones' Plan

Questioned further on unanimity of the Commission on the FCC's TV allocation plan, Chairman Coy said Comr. Robert F. Jones was the only dissenter. The latter believes FCC ought to proceed to just treat each application as it is filed without regard to any plan for the use of it, Chairman Coy said. If such a proposal were followed it would mean FCC would have to issue public notice abandoning the present procedure and start "other proceedings of a different type," he declared.

On the proposal that FCC adopt engineering and technical standards applying to the rules and regulations and then proceed on the basis of those standards adopted, Chairman Coy said it would mean that every big city in the country "would hog the television frequencies and every small and medium sized city would be left outside."

Chairman Coy said FCC now has on hand 400 applications covering 100 cities, which, according to Census Bureau interpretation, would be classified as metropolitan areas. He said another 400 or 500 applications can be expected to be filed as soon as the freeze ends.

FCC probably will take the position with the National Production Authority that television is a "new and dynamic service" and should be extended to the nation's people "without further delay than we have already imposed upon them."

NPA now requires that a permit be given through it for construction of any new station.

The steel situation will not be a deterrent because the industry can find it advantageous to put all antennas on one location, permitting orientation of home receiver antennas on one specific place and thus avoiding multiplicty of antennas located in various sections of the community. This would save considerable steel and save people money, Chairman Coy noted. An example of such planning is the antenna array atop the Empire State Bldg., he said.

Some TV applicants already have acquired transmitters and built

(Continued on page 88)

KOB COURT RULE

FCC Directed To Act

THE FCC was directed last week by the U. S. Court of Appeals to reach a solution of the 10-year-old question as to the conflict in assignments between WJZ New York and KOB Albuquerque.

Since Oct. 14, 1941, KOB has been operating under a succession of special service authorizations with 50 kw daytime and 25 kw nighttime on 770 kc, the same frequency on which WJZ is licensed. Last week's decision by the U. S. Court of Appeals in the District of Columbia was, in the court's words, a "remedy against inaction" on the part of FCC.

The court reversed an FCC order of Dec. 14, 1949, continuing the KOB special service authorization and a further order of Feb. 23, 1950, extending the SSA pending outcome of an appeal which ABC, owner of WJZ, had taken to the Court of Appeals against the Dec. 14, 1949, order.

The court also remanded the cases to the FCC "for action not inconsistent with this opinion."

Pointing out it was not within that court's power to determine what ultimate disposition should be made of the question, the Court of Appeals said, however, that "we can provide a remedy against inaction; we can direct the Commission to exercise its discretion in accordance with law."

The case dates back to May, 1940, when the FCC granted KOB a permit increasing its power to 50 kw and designating it a Class I station on 1180 kc. This frequency, however, was deleted from U. S. assignments the next year when the first NARBA was ratified, and the Commission was obliged to find a home for the station elsewhere.

In September, 1940, before NARBA was ratified but after its assignments had been arranged, the FCC proposed to assign KOB to 1030 kc, with 50 kw as a Class II station. WBZ Boston opposed this because it was operating on the same frequency as a Class I-A station and would have had to accept a change to Class I-B if the KOB assignment were made.

The next February the FCC proposed assigning KOB to 1030 at 10 kw and further providing an increase in power to 50 kw after construction of a directional antenna. Both KOB and WBZ objected, but withdrew their objections when the FCC asserted the assignment was temporary. In March, 1941, KOB was licensed to that frequency with those provisions, and in June, 1941, the Commission issued a special service authorization, on application of KOB, for operation on 1030 kc at 50 kw daytime and 25 kw nighttime.

Meanwhile, FCC field tests showed that KOB would have a wider area of interference-free operation on 770 kc (WJZ's frequency) than on 1030, and on its own motion, the FCC on Oct. 14, 1941, modified the special service authorization to put KOB on 770. WJZ objected but did not pursue its protest because of the assurance that the situation was temporary.

In 1944 KOB requested a CP and license for 770 kc unlimited time, an application opposed by WJZ. The case went to hearing which closed Jan. 12, 1945, but before it decided the case, the FCC began its clear channel hearing, and the whole matter of KOB-WJZ was put in the file pending conclusion of the clear channel proceedings.

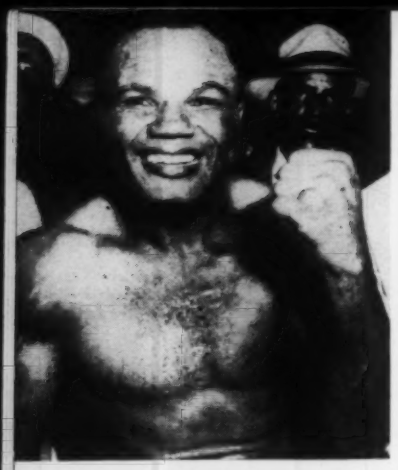
As the appellate court put it last week, the clear channel proceedings have not been completed and indeed their status is "quite uncertain."

"Equally unclear," in the words of the court, is the future status of the KOB application for permanent licensing on 770 kc.

"There comes a point," said the court, "when what has been designated a 'temporary measure' lasts for so long, and shows so little sign of being terminated in the foreseeable future, that to continue to categorize it as 'temporary' is to ignore the realities of the situation . . .

"We cannot agree that the Com-

(Continued on page 28)



IN REVIEW...

Program: Charles-Walcott championship fight, DuMont TV Network, July 18.
Sponsors: Admiral, Crosley, DuMont, Motorola, Philco, RCA, Sylvania, Westinghouse.
Program cost: Approx. $100,000.
Director: Harry Coyle.
Assistant Director: Harry Munson.
Technical Director: Phil Tontillo.
Fight Announcer: Bill Corum.
Color Commentator: Bill Stern.

BEING the passive type that prefers to observe a brawl rather than participate in it, this reviewer was delighted to watch the Charles-Walcott fight in his living room, a less hazardous site than the theater where, in the company of a thousand or so excited fight fans, he saw the Louis-Savold bout several weeks ago. (The wounds suffered in that encounter are healing nicely.)

On the whole the program was capably handled, except for some unnecessary, and at least one point, inaccurate commentary by Bill Corum. Mr. Corum, who presided at the microphone during the rounds, seemed inclined to favor the defending champion when describing exchanges of punches. One ineffective left hook that Mr. Charles aimed at Mr. Walcott's midriff was described by Mr. Corum as a hard blow. It barely reached the challenger, as any except the hopelessly myopic in the television audience could plainly see.

Keep Talk Down

Even veteran ring announcers like Mr. Corum must constantly remember that the TV audience can see the fight as well as they, a circumstance that recommends the keeping of commentary to a minimum of explanation and certainly requires a high degree of objectivity from the man calling the punches.

Though heavens knows it is safer than a theatre, the living room can have shortcomings as an arena. At the beginning of the seventh round, this reviewer left the room to minister to a wakeful child. In his absence, Mr. Walcott abruptly put Mr. Charles to sleep, which was more than could be said of this reviewer's efforts to soothe his restless offspring.

* * *

FIRST HORSE RACE COLORCAST made July 14 by CBS-Color-TV, did not encourage this viewer to sell his binoculars and tear up his club house pass in favor of home color viewing. Closeups of the horses in the paddock and of the celebrities interviewed at a luncheon table on the Monmouth Park Jockey Club grandstand terrace were beautiful and clear, with the watermelon the lunchers ate coming through in a luscious red that set the spectators in CBS Studio 3 to drooling. But the races themselves were disappointing.

The longshots of the fast moving horses across the course did a far from adequate reporting job; the jockeys' silks, so distinctly recognizable in the closeups, lost their individuality in the distance and the numbers on the saddles were also indistinguishable; without the skilled announcing of Horace Wade, public relations director of the park, the actual running of the race would have had little meaning to the colorcast audience.

Program: Horse races at Monmouth Park Jockey Club, N. J. on CBS-TV color, July 14.
Director: Judson Bailey.
Production Supervisors: Jerry Danzig, John Martin.
Commentators: John Derr, Jim McKay, Horace Wade.

Adrian Murphy, newly appointed president of the CBS Laboratories Division, who spent much of the afternoon leaping from his front row seat to bring the receiver back into color synchronization with the pickup cameras, apologized for the quality of the reception, which he described as "too soft." He said that John Derr, CBS associate director of sports, who emceed and coordinated the telecast from the grandstand roof, reported sharp pictures on the monitor there, so apparently the show was softened up somewhere between the transmitter and receiver. The Zoomar lens, used during the telecast, also has a softening effect, Mr. Murphy noted.

As the first remote pickup of a regular color telecast, the racing pickup probably should not be judged too harshly. This viewer's companion, who had not previously seen CBS color, was entranced by the beauty of it all and has joined that large segment of the American public who is asking when color-sets will be available for home use.

* * *

FUN FACTORY aimed at the 4 to 10 year old audience, avoids the error, too often made by programs intended for these ages, of talking down below the goo-goo level.

Program: Fun Factory, ABC, Mon.-Fri., 5:30-6 p.m.
Producer & Director: Bob Woolson.
Writers: Dorothy Wendel, Bob Eckland.
Cast: Peter Lucas, Russ Wilt.

It is an imaginative use of radio to take the tots on tours of the "game" and "news" rooms, through books and records and, finally, to the good deed department which runs the risk of sending the 4-year olds into guiltless sleep and the 10-year-olds to the nearest sandlot. Pete Lucas, "foreman" of the factory, uses an idiom which seems slightly above the cut of the kiddies' capacities. He talks a language which is perhaps comprehensible to teen-agers if to anyone. "Uncle" Russ Wilt plays a "talking piano." The terminology of the show may be somewhat precious to adults, but the program is not for them anyway.

The feature record on the program reviewed was a Cinderella story album with Prokofieff's music. Moppets should find it a welcome change from the Lone Ranger.

Fleischmann Approved

PRESIDENT Truman's nomination of Manly Fleischmann to serve as chairman of the Defense Production Administration, in addition to his duties as administrator of the National Production Authority, was approved last week by the Senate Banking & Currency Committee without opposition. The nomination was favorably reported to the Senate floor where it awaited Senate confirmation.

NBC CENTER

Burbank Council To Vot

AN ORDINANCE, clearing th way for NBC to purchase 1 acres of city-owned land for projected $25 million Radio-Tele vision Center, is scheduled to b given final vote by the Burbank Calif., City Council tomorro (Tuesday).

It would order sale of two par cels of land fronting on Alameda Ave. between Warner Bros. Studi and St. Joseph Hospital for $263, 287.50, price previously agree upon by the council and NBC Sale must be completed by Aug 31 [BROADCASTING • TELECASTING June 25].

City council in mid-June, b resolution, eliminated the formal ity of the land being sold at publi auction. NBC many weeks ag submitted a $10,500 check signify ing its intent to acquire the land

NBC also is purchasing from Warner Bros. 30 acres adjoining the city-owned property. Deal re portedly includes a rental arrange ment of sound stages and other studio facilities for television.

Charles J. Dunn, New York rea estate broker, is granted a $12, 037.50 commission on the transac tion by the Burbank ordinance, i was said.

With the influx of top TV show from New York starting in th fall, NBC has been frantically searching the Hollywood area fo space and facilities to accommodat them. Present NBC-TV Hollywood accommodations are said to b wholly inadequate to take care o the eight comedy and other show shifting from New York with th advent of the relay-cable hookup now tentatively set for sometim in November.

Conversion to TV of the El Capi tan Theatre on Vine St. near Holly wood Blvd., and Studio D in NBC Western Division headquarters both now being rushed to comple tion, will help ease the situation. Cost of remodelling the El Capitan is said to be around $500,000 and Studio D in excess of $200,000.

Delegation of NBC New Yor television executives were in Holly wood in mid-July primarily for co ordinating talks on shifting shows and to look at possible available facilities.

Besides Fred Wile, assistant t Sylvester L. (Pat) Weaver, NBC TV vice president, who remains on the West Coast for at least an other week, in Hollywood for ses sions were General Lyman Munson in charge of TV facilities opera tions; Sam Fuller, executive pro ducer, *Colgate Comedy Hour*; Pete Barnum, executive producer, *All Star Revue*. Last two programs are among those to shift origina tion to Hollywood in the fall. Par ticipating in meetings also were John K. West, NBC Western Divi sion vice president, and Norman Blackburn, Western Division direc tor of TV network programs opera tions.

'52 CONVENTIONS

Coverage Is Studied

KNOTTY problems involving radio-TV sponsorship rights to coverage of direct proceedings of the '52 Republican and Democratic political conventions are tabbed for a thorough airing at national committee level in the next few weeks.

This was indicated last week following reports that *Time*, *Life* and *Fortune*, of the Henry Luce publishing triumvirate, had negotiated for network telecast rights to both conventions [BROADCASTING • TELECASTING, July 16].

It seemed likely that the Democratic and GOP national headquarters would set a joint parley to discuss these problems, looking toward formation of a uniform policy on sponsorship. It was understood that some decision probably would be reached by September, as to whether proceedings would be offered for sponsorship or as a public service.

The sponsorship issue is easily one of the thorniest on the agenda of the Democratic National Committee. Other points to be resolved are those involving the selection of an advertising agency and the choice of a convention site in Chicago to house what promises to be an unprecedented demand for studio and other working facilities.

Parties Receive Inquiries

National headquarters for both parties acknowledge they have received inquiries relating to radio-TV sponsorship. Most of the discussions, however, have been largely informal and have emanated from networks, agencies, and other interested groups.

The question of sponsorship of direct convention proceedings was brought last week to the attention of William Boyle Jr., Democratic National Committee chairman, and temporarily shelved pending further discussion with Ken Fry, radio-TV director, and the GOP committee headed by Guy Gabrielson. It was understood that the two committees would meet within the next fortnight.

Luce Conference Postponed

Meanwhile, a conference scheduled for last Thursday between Mr. Luce, editor-in-chief of *Time*, *Life* and *Fortune*, and local Chicago committeemen was postponed.

These are some of the questions which the national committees must resolve before adopting a sponsorship policy:

(1) The disposition of funds in the event rights are sold. Political parties are legally prohibited from accepting the money derived.

(2) Conditions for radio-TV sponsorship, including type of sponsor, extent of physical network coverage of proceedings, exclusivity of sponsor rights, the scope of coverage in point of stations to be utilized, and selection of a site which would provide adequate facilities for coverage.

The Democratic National Committee is known to favor adherence to at least two basic principles: The widest possible coverage of direct proceedings, and an arrangement with networks which would assure the best programming and technical techniques.

Throughout these early preliminary discussions, television has preempted attention of politicos. The 1948 telecasts were not directly sponsored. Additionally, the emergence of TV has minimized the need for large space for political delegations and stressed, in turn, the necessity for larger working quarters for all media.

PROFITS TAX

Senate Gets Measure To Aid TV

A BILL to lighten excess profits tax burdens for the telecaster was dropped in the Senate hopper last week.

It was introduced by Sen. J. Allen Frear (D-Del.). It is designed to remove inequities, which telecasters believe exist in the present Excess Profits Tax Act. These inequities concern the current calculation of excess profits on a base period (1946-49) during which TV was an infant.

At the same time, NARTB revealed that the TV Broadcasters Tax Committee has obtained a hearing for this Friday on the excess profits tax question. John B. Poole, tax lawyer and consultant to Fort Industry Co., will appear.

NARTB, meanwhile will appear Aug. 2 in opposition to the administration's request for a 15% increase in excise taxes on radio and TV sets at the manufacturing level. The revenue bill (HR 4475) is now before the Senate Finance Committee. Ralph W. Hardy, government relations director, will testify for NARTB.

Also scheduled are L. G. Horney, Bendix Radio Div.; J. M. Marks, Fada Radio & Electric Co., and F. Cleveland Hedrick Jr., Radio-Television Mfrs. Assn., all Aug. 2. Mort Farr, National Appliance & Radio Dealers Assn., is slated for Aug. 1.

Frear Bill

The Frear bill (S 1861), referred to the Senate Finance Committee, follows in full text:

To amend the Excess Profits Tax Act of 1950 with respect to income derived from television broadcasting.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That section 444 of the Excess Profits Tax Act of 1950 be amended by adding a new subsection (h) as follows:

"(h) TELEVISION BROADCASTING. — A taxpayer under this subsection which, during the month of December 1950, derived 30 per centum or more of its gross income from television broadcasting and related television services, shall be entitled for any taxable year under this subchapter, notwithstanding the foregoing provisions of this section, to compute its average base period net income by multiplying the taxpayer's total assets as of Dec. 31, 1949, as defined in section 435 (e) (3), by, (1) the ratio which the taxpayer's excess profits net income for its last taxable year ending on or before Dec. 31, 1946, bears to its total assets on the last day of such taxable year, or (2) the taxpayer's industry rate of return for the year 1946 as proclaimed by the Secretary under section 447, whichever is greater.

"(1) For purposes of this subsection "gross income" is the amount received or accrued, reduced only by applicable discount, rebates, and allowances, and not by any commissions or other cost of operation.

"(2) For purposes of this subsection, if the last taxable year of any taxpayer ending on or before December 31, 1946, is a period of less than twelve months, the excess profits net income of said taxable year shall be placed on an annual basis in the same manner as provided in section 433 (a) (2) (A)."

Sec. 2. That section 445 of said Act be amended by adding a new subsection (i) as follows:

"(i) TELEVISION BROADCASTING. — A taxpayer under this section which, during the month of Dec. 1950, derives 30 per centum or more of its gross income as defined in section 444 (h) (1), from television broadcasting and related television services, shall be entitled for any taxable year under this subchapter, to compute its average base period net income by multiplying the taxpayer's total assets as of Dec. 31, 1949, as defined in section 435 (e) (3), by the taxpayer's industry rate of return for the year 1946 as proclaimed by the secretary under section 447."

BASEBALL SUIT

$300,000 Asked By WNOP

A $300,000 damage suit was filed last week by WNOP Newport, Ky., against 20 assorted corporate and individual defendants, including the Liberty Broadcasting System. The suit charged the defendants with "conspiring" to prevent WNOP from broadcasting the LBS *Game of the Day*.

Defendants were LBS; Ford Frick, National League president; Will Harridge, American League president; A. B. Chandler, baseball commissioner who resigned last week, and each of the 16 major league baseball clubs.

WNOP claimed it had signed a contract with LBS last October which allowed it to broadcast the *Game of the Day* whenever the Cincinnati Reds were not playing at home. The station claimed LBS is now "refusing to perform its contract" and accused the Cincinnati ball club of "illegally controlling and monopolizing" the broadcasting of all major league games within a 50-mile radius of its home park. The suit alleged violation of anti-trust laws by the defendants and asked for an injunction to prevent LBS from "refusing to perform its contract."

WAGE-PRICE LAW

Amendments Studied

AUTHORITIES last week were studying the implications of a proposed amendment to the nation's wage-price law, involving the exemption of wages and salaries charged for certain professional services.

In floor debate on the Defense Production Act, the House adopted a proposal which would bracket "wages, salaries and other compensation" with rates or fees now exempted from the law.

The action developed as the Wage Stabilization Board continued to study the recommendations of an advisory panel dealing with the question of price exempt industries and as the House voted to freeze wages and prices for four months [BROADCASTING • TELECASTING, July 16].

Initial feeling is that, under the new amendment adopted by the House but not yet finalized on Capitol Hill, wages or salaries which may be received by news commentators, actors, musicians, package producers for radio and TV and others who normally charge fees or rates for professional services may be exempt.

This interpretation for wages could parallel that for fees and rates now exempt from price control. Authorities indicated, however, that the interpretation was being studied by lawyers in the Office of Price Stabilization and the Wage Stabilization Board. They stressed that the forthcoming decision by the WSB on industries to be exempt from wage control would have a bearing on the situation.

DUMAS ELECTED

AT&T Exec. Vice President

HAL S. DUMAS, president of Southern Bell Telephone & Telegraph Co., was elected executive vice president of AT&T last Wednesday to assist President Cleo F. Craig in the overall operation of the business. Mr. Dumas also was elected to the AT&T board.

Other AT&T executive changes: Charles E. Wampler an assistant vice president in the operations and engineering department, was named vice president in charge of revenue requirements studies; William C. Bolenius, vice president in charge of personnel relations, was placed in charge of accounts and finance, and Clifton W. Phalen, vice president in charge of revenue requirements studies, was put in charge of personnel relations.

Radio Business Up

(Continued from page 15)

to May of this year. In non-TV areas nine out of 10 stations increased national spot or at least held the same level.

Breaking down national spot business in the May-to-May year it was found that more increases in TV markets occurred in the 0-5% and 20% or more brackets than in the 5-10% and 10-20% brackets.

On the other hand, the heaviest increases in national spot business in non-TV markets was found in the 20% or more bracket.

Over half (55%) of radio stations in TV markets held their own or increased their network business during the May-to-May year. In non-TV markets three-fourths of stations held their own or increased the volume of network period in the year (see Table V).

* * *

TABLE I

LOCAL RADIO BUSINESS IN TV AND NON-TV MARKETS

(May 1950 to May 1951)

% Change	% of Stations in TV Markets Up	% of Stations in TV Markets Down	% of Stations in Non-TV Markets Up	% of Stations in Non-TV Markets Down
0-5%	15%	9%	11%	6%
5-10%	12%	4%	15%	2%
10-20%	17%	4%	33%	4%
20% or More	19%	2%	23%	....
Same	18%		6%	

TABLE II

LOCAL RADIO BUSINESS IN TV AND NON-TV MARKETS

(April 1951 to May 1951)

% Change	% of Stations in TV Markets Up	% of Stations in TV Markets Down	% of Stations in Non-TV Markets Up	% of Stations in Non-TV Markets Down
0-5%	15%	13%	5%	12%
5-10%	19%	7%	41%	5%
10-20%	26%	....	19%	....
20% or More	7%	....	12%	....
Same	13%		6%	

TABLE III

NATIONAL SPOT RADIO BUSINESS IN TV AND NON-TV MARKETS

(April 1951 to May 1951)

% Change	% of Stations in TV Markets Up	% of Stations in TV Markets Down	% of Stations in Non-TV Markets Up	% of Stations in Non-TV Markets Down
0-5%	11%	5%	17%	6%
5-10%	14%	9%	19%	4%
10-20%	....	14%	14%	....
20% or More	11%	2%	12%	....
Same	34%		28%	

TABLE IV

NATIONAL SPOT RADIO BUSINESS IN TV AND NON-TV MARKETS

(May 1950 to May 1951)

% Change	% of Stations in TV Markets Up	% of Stations in TV Markets Down	% of Stations in Non-TV Markets Up	% of Stations in Non-TV Markets Down
0-5%	15%	5%	12%	6%
5-10%	7%	15%	4%	6%
10-20%	5%	13%	18%	2%
20% or More	13%	17%	27%	4%
Same	10%		21%	

TABLE V

NETWORK BUSINESS

Ratio of radio stations (network affiliates) showing increase or decrease in network business, by TV and non-TV markets (figures show percentage of affiliates in each type of market):

MAY 1950 TO MAY 1951

% Stations	TV Markets	Non-TV Markets
Up	31%	49%
Down	45%	27%
Same	24%	24%
Net. Affiliates	100%	100%

APRIL 1951 TO MAY 1951

% Stations	TV Markets	Non-TV Markets
Up	45%	27%
Down	24%	21%
Same	31%	52%
Net. Affiliates	100%	100%

EMERSON SMITH (r), program director of KDYL Salt Lake City, accepts a scroll and medal from S. S. Stone, commander, Utah Dept. of Amvets, for the station's "outstanding public service." The award was made for the weekly, quarter-hour documentary program, *Your Enemy From Within*, which details Communist operations in the U. S.

SELLING WEST

Columbia Pacific Starts Drive

CONTINUING the trend to sell the West to the East, Columbia Pacific is now showing to eastern advertisers, agencies and CBS sales executives a new 55-page presentation, "The Fourth Man," an accumulation of facts and figures that attempt to prove radio's dominance as an advertising medium on the Pacific Coast.

Making the presentation is Edwin W. Buckalew, Columbia Pacific general sales manager who visits Chicago, New York and Detroit during a four-week trip.

The result of nine months planning and six months research by the CP sales promotion department headed by Sherril Taylor, the three-sectioned "Fourth Man" offers a comprehensive picture of the growth of the three Pacific Coast states, California, Oregon and Washington, during the last decade. Presentation gets its title from the fact that every fourth resident in the area has lived in the West less than 10 years.

Among facts outlined in the study are a comparison of the coverage and growth of competing advertising media in the areas, showing that CP delivers 110% more homes than the leading newspaper supplement; growth of radio homes in the area from 2,733,446 out of 3,313,170 total homes in 1940 to 98% out of 4,732,600 total in 1950.

Southern California Broadcasters Assn. also is currently engaged in an all-out radio promotional campaign that will hit key eastern cities as well as those in the Southern California area [BROADCASTING • TELECASTING, July 16].

Kevin Sweeney, sales manager, KFI Los Angeles, member of the special SCBA promotion committee directing the drive, meets today (Monday) with Mr. Buckalew, acting also on behalf of SCBA, and a committee of station representatives at the Hotel St. Regis, New York. Group will formulate plans for a series of presentations on Southern California radio by SCBA in key eastern cities during September. Presentations in these cities, including New York and Chicago will be made at that time by Robert J. McAndrews, managing director of the association.

CHURCH PRAISE

Council Lauds Radio's Power

RADIO'S contribution to religion is greater than at any time in the past, according to the National Council of Churches of Christ.

In a publication titled "Is Radio Dying," the council discloses that every 38 seconds around the clock, seven days a week, someone is writing to one of the networks carrying the council's broadcasts. In the five-month period, Jan. 1-May 31, 1951, listeners sent 341,913 letters asking the council for broadcast scripts or requesting advice.

This mail volume is four times greater than a year ago and seven times as great as in 1941, according to the council. Describing radio's impact, the council reports:

"Constantly, we seek to improve our programs . . . make them more appealing . . . make the Word of God a more vital part of American life. Radio brings our message into people's homes! And people listen and respond! Radio is a great moving force. We are planning better, bigger things for radio."

Harold E. Fellows, NARTB president, in acknowledging a letter from Ronald Bridges, executive director of the council's broadcasting and film commission, wrote in response:

"Let me congratulate you on your brochure, 'Is Radio Dying?' It's certainly refreshing to find a powerful and worthy national organization such as yours which not only recognizes the impact and moving force of radio, but which sees fit to reduce its accomplishments to tangibility and 'tell the world' what American radio means."

Council broadcasts are heard on NBC, ABC and MBS networks.

LBS-WOL SHIFTS

News Bureau Reorganized

LBS, and its affiliate WOL-AM-FM Washington, last week announced a reorganization of the LBS news bureau. George Campbell, former bureau director, has become WOL's program director. Dick Roll succeeds him as bureau director and will continue with newscasts and current event features.

Recent additions to the WOL-LBS news bureau include Karl Bates, Washington newsman, who has moved into Mr. Roll's position as night editor, and Eugene Berger, formerly of the WOL announcing staff, who will help in the development of new special events and current affairs broadcasts.

SIGNAL CONTROL

Hearings Expected

HEARINGS on the military's electromagnetic radiations control bill before the House's top communications committee appeared a virtual certainty last week, despite the elimination of certain controverted issues.

The upper chamber late Thursday had taken no action on the measure (S 537) reported by the Senate Interstate Commerce Committee last Tuesday in the form of a proposed amendment to the Communications Act.

But there were clear indications that the legislation, when finally cleared by the Senate, would run into careful study by the deliberative House Interstate & Foreign Commerce Committee.

Bill a Compromise

The amended bill represents a compromise on the part of broadcasters and manufacturers alike, as well as by the FCC, NARTB, Radio-Television Mfrs. Assn. and the Defense Dept., which engineered it. It would provide for control over certain non-broadcast devices not now included with radio-TV stations under the structure of Sec. 606 (c) of the Act [BROADCASTING • TELECASTING, July 16].

Under the guiding hand of Commerce Chairman Edwin C. Johnson (D-Col.), whose committee held hearings on the measure last February, the radiations control proposal was reported to the Senate and placed on the calendar. A calendar call (usually reserved for non-controversial legislation) was tentatively set for today (Monday). Little or no opposition is expected.

As originally conceived, the Defense Dept. draft requested a new law calling for authority over broadcasting stations (now in the Communications Act) and other devices capable of serving as navigational or homing aids to enemy aircraft. Its original drafts were submitted to the Senate and House Armed Services committees.

In view of the proposed amendment to the Communications Act and action already completed by the Senate communications body, it was generally conceded that Senate clearance of the measure would pave the way for consideration by the House Commerce group.

Committee authorities were quick to promise hearings on the bill before it can be reported to the floor. They pointed out that the committee's membership is new (it changed with the advent of the 82d Congress) and would be reluctant to approve the measure before being fully apprised of its nature and scope.

However, since the Senate has not yet passed and referred it formally to the committee, there was no clear indication as to when hearings might begin or whether, indeed, the proposal may be taken up at all. Communications' legislation—notably the celebrated McFarland Bill, and others—generally has been accepted in the past with a cautious eye and a noticeable lack of enthusiasm.

In its report last Tuesday, Sen. Johnson's faster-moving communication group emphasized that its approval of the bill "in no way indicates approval of a general policy of government control or ownership of communications facilities or electromagnetic radiations devices . . . within the purview of the bill. . . ."

The committee made plain that the legislation is "necessary, however, to enable the President in particular instances immediately to control and use certain . . . devices when emergency needs demand such immediate action." It also would spell out the President's authority to include the contingency "if he deems it necessary in the interest of national security or defense." The group felt that this would "allay possible fears (by industry) that the powers . . . might be utilized in some improper manner."

The report said the committee was "impressed" by the testimony of industry, which generally protested dangerous ambiguities in the military draft and suggested a limitation be placed on the devices to be covered. It settled on those devices which radiate in excess of five miles, as recommended by RTMA and the Defense Dept. Without that limitation, it was feared, television receivers would have fallen under the Communications Act.

Another change involves the addition of subsection h to Sec. 606 of the Communications Act, dealing with penalties. Individual violators could be fined not more than $1,000 or imprisoned for not more than one year, or both; corporations, $5,000.

RADIO FREE ASIA

Elwood Named Director

JOHN W. ELWOOD, former general manager of KNBC San Francisco, was named last week as director of Radio Free Asia, a private agency dedicated to fight Communism in Asia.

Radio Free Asia will be the principal propaganda instrument of the recently organized Committee for a Free Asia Inc. and will carry on work similar to that now being conducted in Europe by Radio Free Europe.

Mr. Elwood

The committee, which depends for its financial support mainly on allotments from the Crusade of Freedom, has been granted a half-million dollars by the crusade for its first year of operation and other funds are being raised among private contributors.

Main role of Radio Free Asia, as outlined by Committee Chairman Brayton Wilbur, is to "tell the people of the towns and villages of Asia in plain language just how great their danger is and just what Communist domination would mean in their own daily lives."

The committee and its radio station, as its European counterpart, has no connection with the U. S. government or with the Voice of America.

In naming Mr. Elwood to direct the radio operation, Mr. Wilbur paid high tribute to Mr. Elwood's experience and capabilities, citing him as an eminently qualified man for the job.

Mr. Elwood, who since his retirement from KNBC last year has been retained by NBC as a special consultant, has spent 31 years in the radio and communications field. His first contact with the international aspects of radio came in 1920 when, as secretary of the nascent Radio Corp. of America, he negotiated for an exchange of patents between RCA and the British Marconi Co. and later arranged with Poland, Germany and Great Britain for an exchange of radio programs to promote international understanding.

Joins NBC in '27

In 1927 he joined NBC as assistant to the president, became network program manager in 1928 and vice president in charge of public affairs and educational programs in 1930. In 1934 he left NBC to engage in private public relations activities but returned in 1939 to head the network's International Broadcasting Division. The IBD was established to fight the powerful Nazi propaganda machine and beamed broadcasts in six languages throughout the world. In 1942 Mr. Elwood went to San Francisco as general manager of KNBC.

Despite his wide background, Mr. Elwood, on hearing of his appointment said: "This looks like one of the toughest and most challenging assignments of my career." But he said he welcomed the opportunity of helping in "the task to keep alive the spirit of freedom in those parts of Asia either occupied or threatened by Communist imperialism."

CRUSADE FOR FREEDOM

Plans 3 More Stations

CRUSADE for Freedom hopes to put two more European stations and one in Asia (see separate story) on the air this year, it was reported at a membership and fund-raising meeting in Chicago last week. State chairmen and campaign leaders from 37 states laid plans for the year and heard reports from officials of Radio Free Europe, maintained by the crusade.

The group will attempt to enlist 25 million members and $3½ million for RFE in a campaign starting Sept. 3. Last year it received $1,317,000 and enlisted signatures of 16 million Americans. C. D. Jackson, RFE president, reported on activities of the 135,000 w station in Munich which is on the air 11½ hours daily for a Czechslovakian audience. The other station is in Frankfurt, which broadcasts to all Iron Curtain countries. The two proposed European outlets would beam toward Poland and Hungary.

KURLAN SUIT

Court Decision Reversed

CALIFORNIA State District Court of Appeals, in an unprecedented decision, has unanimously reversed a Superior Court decision in the $150,000 plagiarism suit brought by Arthur Kurlan, program packager, against CBS, Board Chairman William Paley, Guy della Chioppa, Cy Howard, Ernest Martin, Young & Rubicam Inc., Lever Bros. and others, over the radio program *My Friend Irma*.

Superior Court Judge Allen W. Ashburn in January 1948 had sustained the defendant's demurrer without leave to amend when Mr. Kurlan, who held radio rights to the book and play "My Sister Eileen," upon which *My Friend Irma* is allegedly based, sued for plagiarism.

Appealing that decision through Harold A. Fendler of the law firm of Fendler, Weber & Lerner, Beverly Hills, Mr. Kurlan obtained a sustainer of his rights to trial and an order for the defendants to answer.

Mr. Kurlan alleges that he had submitted to the defendants in New York in June 1946 an audition transcription of "My Sister Eileen" as a radio program with Lucille Ball, film actress, to portray the leading role and act as narrator. Defendants then used his format for *My Friend Irma*, he charges. Mr. Kurlan said he had expended $10,000 in preparation of the radio program.

With reversal of the decision, amount being asked in damages will be increased to $1,500,000, according to Mr. Fendler. He pointed out that when the suit was originally filed on June 17, 1947, the program was on a sustaining basis. Since then its popularity has grown and as result value of the property also has increased.

WARL SOLD

Price About $115,000

CONTRACT was signed Thursday for sale of WARL-AM-FM Arlington, Va., suburban Washington daytimer, by Co-owners Frank Fletcher and R. Kilbourne Castell to Lou Poller, owner of WPWA Chester, Pa., and his associates [CLOSED CIRCUIT, July 16].

Consideration is about $115,000. Transfer papers for FCC approval were to be filed Friday.

Mr. Fletcher, Washington broadcast attorney, plans to resign from the board of NARTB upon approval of the transfer. He has served two terms as director representing FM stations and was chairman of the by-laws committee which worked out the consolidation of TV and radio interests under the reorganized NARTB. He recently was named chairman of the Legal and Legislative Advisory Committee.

Mr. Poller will acquire 51% interest in Northern Virginia Broadcasters Inc., WARL licensee, while his brother-in-law, Cy Blumenthal, former Miami food broker, will acquire 39% interest. A 10% holding will be obtained by William Beatty, presently in sales and programming at WPWA. Both Messrs. Blumenthal and Beatty will become active in WARL operation.

Mr. Poller announced plans to retain Ray Baker as WARL manager and to elect Mr. Baker a vice president of the licensee corporation. Other plans include expansion of WARL programming.

Assigned 1 kw day on 780 kc, WARL was one of the several new suburban stations to make its debut in the Washington area shortly after World War II.

WWDC RULING

Court Restrains WEAM

WEAM Arlington, Va., Washington suburb, was ordered Thursday by a Federal court not to broadcast social security numbers until at least an hour after their announcement on WWDC Washington.

Judge Albert V. Bryan, of the U. S. District Court in Alexandria, Va., ruled that WEAM must identify WWDC as broadcaster of the numbers. For some months WEAM has been repeating WWDC's numbers, carried daily. Using the Lucky Social Security Numbers format of Azrael Adv. Agency, Baltimore, WWDC broadcasts social security card numbers or driver's permit numbers, giving $100 prizes.

Judge Bryan gave WEAM 60 days to get together with WWDC on amount of damages suffered by the latter. If they cannot agree, a mastery in chancery will make the decision.

Suit against WEAM was filed by WWDC last March. The suit charged that WEAM failed to inform the public that WWDC had selected the announced numbers and was awarding the prizes.

Putting pen to contract for purchase of WARL-AM-FM, Mr. Poller (seated, center) spends $115,000 under watchful view of Messrs. Castell and Fletcher (seated, l to r), sellers, and (standing, l to r) Mr. Blumenthal, prospective part owner; James Blackburn, partner in Blackburn-Hamilton Co., station broker handling sale, and Philip Baker, Washington attorney for Mr. Poller.

HOOPER PLAN

Compatible Radio-TV Service Set

PLAN to provide advertisers, agencies and broadcasters with "fast, frequent audience ratings, comparable with each other and compatible, radio with television, being based on random home calls in all TV markets [at DEADLINE, July 16], was announced Thursday by C. E. Hooper at a morning meeting of advertisers and agency subscribers to the Hooperating Services, held at the Hotel Biltmore, New York.

Proposal calls for monthly "TV Home Hooperatings" for New York, Los Angeles and Detroit; bi-monthly reports for other multi-TV station cities and three or more reports a year for single-TV station cities. Data will be obtained by a combination of "straight coincidental" telephone interviews, covering looking and listening at the time of the call, and "duplex coincidentals," covering the preceding quarter-hour.

Doubles Sample

The "duplex" calls, Mr. Hooper explained, have the effect of doubling the size of the sample to cover 960 random home calls for an evening one-hour program, 480 for a half-hour evening program, 1,200 for a five-a-week halfhour daytime show and 600 for a 15-minute Monday-to-Friday daytimer.

Calls are distributed over a four-week period (first 28 days of the month), insuring coverage of programs which alternate week-to-week in the same time period, a system much more common in television than it ever was in radio.

Service is priced on a dual basis: A service fee based on the volume of network radio and television programs placed by the agency or sponsored by the advertiser, and a flat charge of $15 a month for each multi-station city reported on. A subscriber with one network account would pay $200 for "radio Hooper rating" alone, $100 plus $345 or $445 for the "TV-Home Hooperatings" alone, or $300 plus $345 or $645 for the full package of radio plus TV Hooperatings. A subscriber with 16 or more network programs would pay $666.67 for the radio reports, $1,245 for the TV reports, and $1,245 for the full combined service.

Mr. Hooper said that if a total of 30 advertiser and agency subscriptions are received, the multi-station TV city reports for all 23 such markets will start in October. He noted parenthetically that a total of 39 agencies and advertisers are already paying service fees for the Radio Hooperatings or expanded Hooperatings services. For each such subscription received over the base 30, one single-TV-station-market will be added without any additional cost to any subscriber, these additions to be made on the basis of TV circulations, single-station cities with the most TV sets being added first.

To Start in October

A total of 50 advertiser-agency subscriptions will start the service in October covering that many cities, Mr. Hooper stated. Nine more subscribers would bring nine more cities into the reports starting in February on a minimum schedule of two reports annually.

"The fall of 1951," Mr. Hooper concluded in his presentation, "should see the industry settling on one system of local radio and TV ratings. It can thus terminate the present ratings chaos and confusion." He urged the adoption of his system as providing records comparable with industry records of "past and future" and "compatible radio with TV." He claimed adoption of these reports as the industry standard would give the subscribers "substantial savings on the sums they now spend for other similar research services as well as provide them with more information.

FM HOURS

WTMV Waiver Bid Denied

"FM BROADCASTING has reached a stage where it is desirable that FM stations should maintain operations at least during the hours specified in Section 3.261" of the Commission's rules.

This opinion was expressed by the Commission last week in its denial of a request by WTMV-FM Evansville, Ind., for waiver of the rule governing minimum operating time for FM stations. The Commission's decision noted that the combined operations of WTMV AM-FM were not "unprofitable during the last two years."

Requested Waiver

WTMV-FM had requested waiver of Sec. 3.261 (which requires an FM station to operate at least three hours between 6 a.m. and p.m. and three hours between p.m. and midnight) to permit the station to operate its required six hours at any time between 6 a.m. and midnight on "such days as the station is broadcasting play-by-play descriptions of the baseball games played by the St. Louis Cardinals."

In denying the request, FCC advised WTMV-FM as follows:

The Commission is of the opinion that FM broadcasting has reached a stage where it is desirable that FM stations should maintain operations at least during the hours specified in Section 3.261 wherever possible. In the past, where for financial reasons licensees have found it difficult to operate during the required hours, the Commission has granted waivers of the rule in deserving cases, so as to permit a shift in the distribution of the required six hours of daily operation or to permit minor deviations from the six hour minimum.

However, it is noted from your 1949 and 1950 annual financial reports that the combined operation of your standard and FM broadcast stations has not been unprofitable. Accordingly, it is the Commission's opinion that a waiver of the requirements of the Commission's rules regarding minimum hours of operation by FM broadcast stations is not warranted in this instance and for that reason your instant request is denied.

At the same time, the Commission granted a waiver of the same rule for WLYN-FM Lynn, Mass., which had requested special temporary authority for period ending Sept. 1 to permit the station to operate the same hours as WLYN-AM.

WBAL ANSWER

Plea To Re-hear Case Is Challenged

WBAL Baltimore last week petitioned FCC to deny the Public Service Radio Corp. request for rehearing of the Commission's final decision to grant regular license renewal to the Hearst outlet. WBAL charged the Public Service petition "fails to demonstrate any error of law in the Commission's final decision" and "fails to demonstrate any abuse of the Commission's discretion."

Public Service, headed by Columnists Drew Pearson and Robert S. Allen, had sought a new station in Baltimore on the WBAL Class I-B assignment, 1090 kc with 50 kw, directional night.

The Commission majority preferred to renew WBAL's license as an operating station, rather than chance the proposals of a new firm, since WBAL's programming was found to have been improved. FCC declared WBAL's programming earlier had been "unbalanced."

Public Service, in its bid for rehearing, charged this decision was "unjust and unwarranted, and therefore unlawful," based on past Commission policy [BROADCASTING • TELECASTING, July 16, June 25].

WBAL charged Public Service's conclusion the Hearst station has made no commitments to FCC on programming "is developed . . . by a weird process of twisted record citations and confused reasoning." WBAL asserted responsible officials of the station testified firmly on programming and that FCC by its findings and conclusions recognizes that the directors and officers of WBAL "are legally constituted officials competent to speak for a corporation and not mere employes as Public Service Radio Corp. repeatedly but inaccurately asserts."

Public Service had charged in its brief that FCC incorrectly compared the employes of WBAL with the officers of its firm.

Addressing itself to the Public Service argument that WBAL may not continue its improved programming, WBAL detailed alleged weaknesses in the financial structure of the competing applicant to prove contentions Public Service would not be able to carry out the program promises it put before the Commission.

WBAL also upheld the view that the Commission's policy of seeking wide diversification of the control of the media of mass communication is not an overriding factor in comparative proceedings. Newspaper affiliation is only one factor of comparison, it was stated.

KOWL UPHELD

Russell Suit Dismissed

DAMAGE suit of $100,000 brought against KOWL Santa Monica, Calif., by Rev. Clayton D. Russell on charges that his reputation was injured by intimation he was favorable to communism [BROADCASTING • TELECASTING, May 14], has been dismissed by the U. S. District Court in Los Angeles.

Dismissal was granted on grounds that the complaint (1) did not clearly state a claim against KOWL upon which relief could be granted; (2) did not state sufficient grounds to give the court jurisdiction of the cause of action.

Rev. Russell, pastor of People's Independent Church of Christ, Los Angeles, in a complaint filed May 4, charged his sermons and church services broadcast over KOWL weekly until Oct. 24, 1950 were cancelled suddenly. In explanation, the station released a statement which said his name had appeared on lists of persons "supposed to be friendly to Communist front organizations," the pastor charged.

KOWL added, however, "We have watched his sermons closely and he has never uttered a word that could be objected to and we do not think he is a Communist. But we don't want to take any chances."

In his complaint, Rev. Russell, in addition to damages, asked the court to compel KOWL to restore his broadcasts.

FAIR TRADE PACTS

McGrath Will Prosecute

PROMPT and vigorous action looking toward the prosecution of manufacturers, distributors and retailers who attempt to fix or maintain resale prices in restraint of trade was promised by the Justice Dept. last Wednesday.

Citing the Supreme Court decision dealing with so-called "fair trade" contracts, Atty. Gen. J. Howard McGrath said the department has received reports charging attempts to prevent price competition by non-signers of such contracts. The reports involved "concerted efforts" by manufacturers and distributors "to suppress and eliminate competition in wholesale and retail sale" of some commodities.

Atty. Gen. McGrath warned that criminal prosecution would be initiated under anti-trust laws in cases involving agreements (1) among competing retailers to maintain minimum prices; (2) to coerce wholesalers or manufacturers, through threat of boycott, to refrain from selling to price-cutting retailers or enter into "fair trade" pacts, and (3) to coerce retailers to sign such contracts.

The court held that attempts to force persons not entering into such contracts to maintain minimum resale prices are not exempt from the Sherman Anti-Trust Act [BROADCASTING • TELECASTING, May 28].

WLOU SALE

R. W. Rounsaville Buys

SALE of WLOU Louisville, Ky., by Mrs. John Messervy to southern broadcaster R. W. Rounsaville was announced last week by Blackburn-Hamilton Co., radio station broker. Consideration is understood to aggregate about $75,000 although exact price was not finalized.

Mr. Rounsaville is operator of WQXI Atlanta, WBAC Cleveland, Tenn., and WBEJ Elizabethton, Tenn. WLOU, established in 1948, is assigned 1 kw daytime on 1350 kc. Application for FCC approval of the sale is in preparation. WLOU licensee is Louisville Broadcasting Co., of which Mrs. Messervy is president.

FRAUD CASE

Govt. Files Particulars

BILL of particulars, citing various fraudulent acts allegedly committed by Harold Cowan and Ralph Whitmore, partners in a Hollywood advertising and mail order agency, in their pre-Christmas tree ornament "pitch" deal made on radio, television and in newspapers, was filed in U. S. District Court, Los Angeles, last week by the government.

Accused of misrepresenting quality of Christmas tree ornaments advertised, Messrs. Cowan and Whitmore were indicted on 17 counts of mail fraud by a federal grand jury last March [BROADCASTING • TELECASTING, March 5]. This followed extensive investigation by postal authorities and U.S. Atty. Ernest A. Tolin's office. Both are now free on $2,500 bail.

Federal Judge Leon R. Yankwich in late May [BROADCASTING • TELECASTING, May 28] denied motion to dismiss charges against them. With filing of bill of particulars a trial date is expected to be set soon.

CHRISTAL QUITS

But Keeps Petry Stock

RESIGNATION of Henry I. Christal, as secretary and treasurer of Edwards Petry & Co., with which he had been associated since 1933, was announced Wednesday by Mr. Petry, president of the company. At the same time, Mr. Christal terminated his employment with the station representative firm. He retains his 44% stock interest, however.

Mr. Christal

Mr. Petry refused to discuss Mr. Christal's departure from the firm after nearly 20 years beyond confirming the news, which had been reported to stations represented by the Petry organization in a one-sentence letter. Mr. Petry said, however, that a new secretary-treasurer would be elected shortly.

Asked if he expected any stations on the Petry list to change to other prepresentation following the Christal resignation, Mr. Petry said: "We'll keep our stations just as long as we deserve to keep them."

"Station operators are interested in business," he said. "As long as we continue to do a job for them, they'll continue to let us do it."

Mr. Christal was not immediately available for comment. It is generally believed that he is not withdrawing from the broadcasting sales field, however, and that he will soon announce a new affiliation, possibly as head of his own station representative organization. Whether this would be a completely new venture or an association, probably through purchase of at least a majority stock interest, with an existing firm was a matter of speculation Thursday.

About one year ago the New York State Court of Appeals had decided that as majority stockholder in the organization Mr. Petry had the right to increase the number of the company's directors, despite a provision in the by-laws limiting the number of directors to four [BROADCASTING • TELECASTING, May 2, 1950].

Organized in 1932, the Petry firm has long been a leader among station representatives. Its current station list of 35 radio and 13 television stations, plus two regional networks—Yankee and Texas Quality—includes many of the oldest broadcasting stations in the country.

NBC Signs Spike Jones

LINDLEY MURRAY JONES Jr., known also as "Spike," signed an exclusive television contract with NBC last week for the 1951-52 season. The network said Mr. Jones and his "City Slickers Band" will make their first appearance under the new contract on the *Colgate Comedy Hour* on Sunday, Sept. 16 (8 p.m.). Frederic W. Wile Jr., NBC vice president and director of television production, negotiated the Spike Jones contract for the network.

WNBC Defense Tests

WNBC New York was granted special experimental authorization last week to employ sub-audible amplitude modulation periodically during regular operation for alert signalling system tests. Authority was granted for period beginning July 19 until end of regular license period in November 1952. FCC specified the sub-audible amplitude modulation shall not be in excess of 40 cycles per second with maximum percentage of modulation not to exceed 10%.

COMMUNITY CHESTS of America is currently distributing its audio-visual aid kit to the 1,500 Community Chest branches throughout the country for use in conjunction with local radio stations in its October Red Feather campaign. A separate TV supplement will be sent to Chests located in TV cities.

WOODS' CONTRACT

Gets $100,000 From ABC

TERMINATION of the unexpired contract of Mark Woods as vice chairman of the board of ABC [BROADCASTING • TELECASTING, June 2] was based on an agreement that ABC pay him $100,000 and that he not be employed at any rival radio or TV network.

Mr. Woods' contract, at $75,000 a year, would have extended to the end of 1953. Under the settlement, terms of which were filed with Securities Exchange Commission, he will receive $100,000 in installments to November, 1957. During this period he is prohibited from serving any other national radio or TV network.

The prohibition does not preclude service as a consultant or other capacity if his chief work is not for a rival network. When he resigned he said he "tentatively" plans to enter the advertising agency or radio-TV consulting and brokerage field when he returns in September from a vacation.

WOND CITED

At Senate Crime Probe

DETAILS of alleged operations at WOND Pleasantville, N. J., were subjected to questioning Thursday during hearings of the Senate Crime Investigating Committee. Lester Burdick, who described himself as a salesman at the station, was questioned about secret testimony given by Harry Kaplan, an Atlantic City cigar store salesman.

Committee testimony, taken in secret, purported to show that 95% of bookies get their news from the station. Mr. Kaplan's testimony, it was pointed out in questioning, was to the effect that the cigar store paid $10 a week to the salesman "to keep the station going." Mr. Burdick declined to answer some of the committee questions about the station's operation.

MEXICAN STATIONS

Changes Announced

CHANGES in assignments and new stations in Mexico have been reported by FCC following notification from Mexico under provisions of the 1941 North American Regional Broadcasting Agreement. New 1950 NARBA, to which Mexico is not a party, is awaiting Senate confirmation. Changes reported by Mexico (probable commencement date in parentheses) are:

XEAY Ciudad Delicias, Chihuahua, new Class II station, 500 w day on 660 kc (Nov. 1).

XEFH Cordoba, Veracruz, changing from 680 kc to 820 kc with 1 kw day. (Sept. 15).

XEBN Cuidad Delicias, Chihuahua, new Class IV station, 250 w fulltime on 1240 kc (Nov. 1).

XECX Poza Rica, Veracruz, new Class IV station, 250 w fulltime on 1240 kc (Nov. 1).

WALTER LOWEN (l), employment counselor, gives his speech on job opportunities in advertising a last go over before presenting it at Gamma Alpha Chi's annual job forum at the New York Advertising Club, July 17. Making suggestions are (l to r): Polly Gade, home economics director, Charles W. Hoyt Agency; Grace Johnsen, director of continuity acceptance, ABC; Nadine Miller, director of press and public relations for C. E. Hooper Inc., and John Ryder, founder-manager of the Club's regular job forum.

OUT-OF-HOME LISTENING

Akron Students Survey Business Radio Habits

A SUBSTANTIAL out-of-home radio audience is reported by five U. of Akron seniors who have completed a marketing research project on the listening habits of patrons and employes of five types of Akron business establishments.

The project, a semester assignment, was made under the supervision of Stewart M. McKinnon, assistant professor of commerce.

Listening habits from noon to 6 p.m. were recorded in barber shops, taverns, beauty parlors, drug stores and garages, all in greater Akron.

Aggregate total of all these establishments in the area was 1,265. Of these, 318, or 25%, were sampled.

Of the 318 units sampled, 213, or 66.9% have radios. Of the 213 having radios, 89, or 41.8% had their radios turned on.

In all, there was a total of 415 persons (employes and patrons) in the establishments when sampled —322 men, 93 women.

Results clearly showed that news and music, in that order, were preferred to other types of programs.

Television inquiries were made of tavern owners only. Of 320 taverns, 80 were sampled. Of these, 73.2, or 91.5%, had television sets, although many turned on the sets only occasionally.

APPLIANCE SALES

'Need Long-Range Planning'

LONG-RANGE success in the appliance business demands long-range planning, continuous advertising and promotion, plus high pressure salesmanship, a western radio-television and appliance trade dinner in San Francisco was told last week.

Speaker at the dinner was Vale E. Freeland, manager of department and furniture store sales for Westinghouse Electric Corp. The dinner was held in conjunction with the Western Summer Market held in the Bay City last week.

Major appliances never are bought on the spur of the moment, Mr. Freeland told the dealers, every consumer buying survey proves this fact. Consumers think about and plan purchases of appliances from 30 days to three years before they actually buy them, he said.

Because of this, he said, it is highly important that dealers build a merchandising program based on solid, long-range planning, not on the basis of sudden shifts and changes in consumer buying.

CHILDREN'S MEET

To Weigh Radio-TV Impact

THE IMPACT upon children of radio and television among other entertainment media will be considered at the seventh annual Children's Theatre Convention being sponsored by U. of California, Los Angeles, July 25-July 28. The four-day meet, consisting mainly of workshops, will be held under the auspices of the Children's Theatre Conference of the American Educational Theater Assn.

Partaking in the Radio Section July 26 are:

Dorothy Schwartz, U. of Birmingham, as leader; Lillian Voorhees, Fisk U., Nashville, as recorder; and, as group leaders, Gloria Chandler, Chandler Recordings, New York; Eleanor Chase, Michigan State College; John C. Crabbe, president, Assn. for Education by Radio & Television, Chicago; Mildred Collins, Assn. of Junior Leagues; Thomas Faunce, Santa Barbara Children's Theatre; Betty Gerling, KUOM Minneapolis; Dorothy Hamilton, Ruth Swanson, of UCLA acts as consultant.

Television section includes:

Dorothy Allen, Seattle television producer as leader; Dorothy McFadden, Junior Programs Inc., Newark, co-leader; Martha Van Kleeck, Wisconsin Idea Theatre, recorder; and, group leaders, Hal Roach Jr., Los Angeles TV producer; Mrs. Helen Kimball, Seattle Junior Programs; Bette Meacham, Children's World Theatre; Mrs. Charles Runyon, Regional Director, AJLA, Washington, D. C.; Gilbert Seldes, author. Richard Goggin, UCLA, is consultant.

Other sections being held at the conference include motion pictures, and theatre.

UN COVENANT

Would Restrict Freedo

THE DRAFTED Covenant on H man Rights, as revised by t United Nations Commission on H man Rights, would deny rights freedom of speech and the press protected in the Bill of Rights, t Senate was informed last week.

Sen. John W. Bricker (R-Oh led the battle against Senate ra fication of the covenant as a trea He introduced a resolution (S R 177) that would make it the sen of the Senate that the Preside advise the UN that the covenant not acceptable to the U. S. and struct the U. S. delegates at t UN to withdraw from further n gotiations. The resolution in cated that the proposed covena which must be considered by t UN, was unconstitutional.

Sen. Bricker, who was support by Oregon's Wayne Morse, G Senator, challenged that section the proposed covenant which de with the imparting of "informati and ideas."

The Senator struck at those w would treat the press as a growi monopoly in the U. S. and thus su ject to regulation. "With the d velopment of radio and televisi the growth of news periodicals, a wider distribution of newspape there is more competition today the dissemination of informati than at any previous period in t nation's history," he declared.

The article [Article 14 (3)] which Sen. Bricker took exceptio reads:

The right to seek, receive, and i part information and ideas carr with it special duties and respon bilities and may therefore be subje to certain penalties, liabilities and r strictions, but these shall be su only as are provided by law and a necessary for the protection of n tional security, public order, safe health or morals, or of the righ freedoms or reputations of others.

Both Sens. Bricker and Mor referred to the First Amendme of the Constitution which sa Congress shall make no la "abridging the freedom of spee or of the press . . ."

Ham Licenses

AMATEURS who file for renew of their station licenses before e piration date may continue operate until they receive wo from the Commission as to acti taken on their renewal applic tions. This reminder was issu last week by FCC to insure t amateurs' "continued participati in civil defense drills, field da and other activities, while the Co mission processes pending applic tions." However, the notice poi ed out "persons who file applic tions for renewal after expirati of license but during the gra period provided by Sec. 12.27 a governed by that rule and may n operate pending action on the r newal application."

No. 4 IN THE FIVE POINT SYSTEM OF PROGRAMMING EVALUATION—

Public Service

IN IOWA, WHO IS THE PREFERRED PUBLIC SERVICE STATION

Ever since the birth of radio, the industry's wisest leaders have recognized radio's potentialities and responsibilities in the public welfare. They have understood that sound Public Service, far from being a mere restraint or "tax" on the industry, is its best justification for existence, *its best "life-insurance" for building and holding the esteem and confidence of the nation.*

Station WHO has always put Public Service at the top of its programming activities. Not second or third or tenth. *First.* WHO is the spark plug for dozens of public-service projects which *regularly* enlist the hearts, minds, pocketbooks and *work* of millions of citizens in Iowa Plus.

For instance: Our European Relief Project, carried almost daily on our station for several years, has sent many *tons* of food and clothing (over 54,000 parcels, by very conservative estimate) to needy Europeans. *One* typical listener recently reported shipments of over 500 lbs. — forwarded us such grateful European responses as: "With all our hearts we thank you again and again for your true friendship and we pray the Great God might always beware you from all what is terrible" — etc., etc.

Another for instance: Our Annual Corn Belt Plowing Match and Soil Conservation Day has drawn up to 100,000 farmers per year, to witness newest agricultural developments. Of one such recent Day, the Chief of the U. S. Soil Conservation Service said *"this is perhaps the most important thing that has taken place on American farm lands for 350 years"* . . . .

More for instances: Every day of the week, WHO carries at least one hour of Public Service programs, including "The Billboard" (a highly popular and effective program exclusively devoted to special appeals) — "Veterans' Forum" (in which veterans' problems are discussed and solved) — "Flight Lines" (in which the Director of the Iowa Aeronautics Commission speaks) — "Iowa Roundtable" (forums and panels conducted by civic leaders) — "Governor Beardsley Hour" (our State's First Executive) — "Country Home" (a program for farm women) — "Highways to Safety", "National Guard Show", "News and Views About Religion", and hosts of others, including *many* church services. All of these are sponsored . . . *by WHO only!*

This is Point Four in the Five Point System of Programming Evaluation, which helps explain WHO's outstanding position as a public facility and as an advertising medium, in Iowa Plus. We suggest your consideration of this and the other four points as vital factors in time-buying.

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

Flood Coverage

(Continued from page 17)

World, and made special pickups from KCMO Kansas City including an account by KCMO's Jim Monroe, in addition to regular newscasts, bulletins, and commentaries. *Flood—A Special Report* was carried on the ABC radio network from KCMO last Thursday night, 10:05-10:30 p.m.

Mutual carried pickups from the flood areas on its daily *Mutual Newsreel*, along with bulletins and regular newscast coverage.

DuMont TV Network carried films and slides to keep its audience abreast of developments.

Ted Mack and the Old Gold *Original Amateur Hour* on ABC initiated an appeal for help for Topeka on the July 12 broadcast, kicking off the campaign wtih a $1,000 contribution.

Crosley Division of Avco Mfg. Corp. offered emergency repair service and parts on a cost basis to owners of flood-damaged Crosley appliances in the stricken area, while Avco's Bendix Home Appliances Div. launched "Operation Clean Clothes" by sending automatic home laundry equipment into the flood region to aid the Red Cross in protecting the health of refugees.

Engineers Marooned

WREN Topeka transmitter engineers Everett James and Ralph Dicker were marooned at the transmitter building six miles from Topeka when the Kansas River levees broke. With telephone circuits out, the engineers switched in their transmitter microphones to call for help. Listeners heard their pleas —and later heard them describe the dropping of a rubber life raft from an amphibious plane.

Altogether WREN was out of service for 71 hours due to interruptions but resumed operations on an emergency basis with telephone circuits extending to the transmitter across the river.

Elsewhere in Topeka, WIBW continually aired bulletins from the police and mayor's office, and utilized its remote direct to the weather bureau. Evacuation orders from the city officials increased as the Kaw River rose. Volunteers answered radio appeals for rescue workers. When its transmitter house was flooded, four engineers evacuated and set up an emergency transmitter. WIBW also participated in a police-military shortwave network.

In Kansas City, Civil Defense Director Ray Moulton credited radio with forestalling an even greater tragedy. KMBC, KFRM, KCMO-AM-FM, WHB, WDAF-AM-TV and KCKN all went on emergency schedules.

KMBC remained on the air continuously, appealing for workers for the flood zone and cooperating with all agencies. Entire staff, including Vice President George Higgins, stayed at their posts throughout the crisis. Members of the talent staff also aided. Additionally, KMBC fed news to other stations and kept a line open for newscasts to Cedar Rapids, Iowa.

KCMO's talent arranged a benefit for flood victims, cooperating with announcers to present a five-hour show for the Red Cross. KCMO's news staff worked around the clock to report flood warnings and river stages. Phone calls from newsmen at various points were put directly on the air through use of a station's telephone beep-recorder. Oddly enough, the flood coincided with KCMO's move to its new Radio Center.

When an order came through restricting traffic in a 300-block downtown area, KCMO-FM's Transit Radio operation worked hand in hand with local civil defense. Flood bulletins and evacuation news were aired periodically to passengers, and dispatchers were able to communicate directly with vehicle operators on routes.

KCKN reported in mid-week that the flood had reached its peak and that it escaped without serious damage. Like other Kansas City stations, it kept a continuous broadcast vigil with timely announcements, bulletins and warnings.

On the Air Continuously

WHB talked continuously about the flood for over 90 consecutive hours, embracing three nights and four days, July 13-16. Station brought listeners word picture of the flood, fire and water shortage, and aired newscasts, interviews, on-scene reports, and instructions. Station also fed MBS three programs. Over 550 messages from employers also were used, telling employes when to report for work. Another slant was WHB's plug for future flood control by John Thornberry. Station received hundreds of requests for script.

WDAF-AM-TV kept listeners and viewers fully apprised of flood developments, putting aside all regularly scheduled programs. Radio outlet staved on 24 hours each day, airing bulletins to workers and instructions from police, fire, and civil defense agencies. Industrial plants called station for special announcements. WDAF-TV, telecasting its first major disaster, carried newscasts with stories, still pictures, and film. Its personnel flew over flood areas for eye-witness views. Effects were shown nightly to televiewers.

In St. Louis, where the flood was expected to reach its peak Sunday, KSD-AM-TV worked together, with planes carrying TV newsreelman and photographer as radio newsman. TV films were used by NBC Chicago. Included in coverage from a *Post-Dispatch* plane was Mr. Truman's flight over the stricken area.

Airs Evacuation Routes

KXOK cooperated with all agencies, broadcasting timely information on highway conditions and passing out warnings which enabled people to evacuate ahead of crest. It stationed observers along the flood route.

KMOX also aired announcements in aiding Red Cross, engineers, and state highway patrol. Station issued special warnings regarding evacuation of livestock and residents along The Meremac River at Valley Park, Mo. Appeals for volunteer workers and trucks also were broadcast.

KWK said the flood had no serious effect on station operation as of last Tuesday—before the flood waters had neared St. Louis. WIL reported some water near its transmitter at Dupo, Ill., but very little potential danger to either that equipment or studios. Station sent out flood warnings, however, and cooperated with the Red Cross, aside from carrying news highlights.

Radio Lone Contact

KJCK Junction City aired a stream of bulletins, while KSAC, the parttime Kansas State College station at Manhattan, operated on full schedule as the city's lone contact with the outside world after telephones failed and roads were blocked. In Manhattan KMAN rebroadcast news from a national guard shortwave unit at the College Student Union Bldg.

WOW Omaha came to the aid of the submerged WREN, loaning it a broadcast relay transmitter. A civil air patrol plane made a Sunday trip to Omaha to pick up the equipment.

June Box Score

STATUS of broadcast station authorizations and applications at FCC as of June 30 follows:

	AM	FM	TV
Total authorized	2385	659	109
Total on the air	2281	649	107
Licensed (All on air)	2248	534	81
Construction permits	137	124	28
Conditional grants		1*	
Total applications pending	1000	171	474
Total applications in hearing	260	7	179
Requests for new stations	270	10	415
New station requests in hearing	115	3	171
Requests to change existing facilities	235	37	30
Deletion of licensed stations in June	0	2	
Deletion of construction permits	2	1	

* On the air

KOB Court Rule

(Continued from page 19)

mission can maintain the *status quo* indefinitely and in effect secure permanently by offering the argument that the ultimate determination of KOB's status must depend upon the outcome of the clear channel proceedings. . . . The Commission has made no showing of even a reasonable possibility that the clear channel proceedings will be completed shortly.

"And apparently it has conducted no further tests to determine where KOB should be located. WJZ has thus been required to bear a large part of the loss resulting from the original NARBA treaty arrangement eliminating frequency 1180. Interference caused by the operation of KOB causes the loss of approximately 23,000,000 possible listeners to WJZ. The Commission has in effect permitted the substantial loss to occur and continue."

KFKA ON SCENE

Oakley Reports Cra

PLANE crash calls for initiative and speedy radio reporting, such as provided by KFKA Greeley, Co. when a United Air Line D. cracked up near Crystal Mt., killing 50 persons aboard.

It was a big story and KFK reports it was on the scene shortly after Bob Oakley, special event man, called the station to say the wreckage had been sighted.

Station made special arrangements with Modern Air Service Inc. at Greeley airport to provide a four-place Piper Cruiser, piloted by Emmett Turner, former airline pilot. Chief Engineer Harry Brewer installed shortwave remote equipment and Mr. Oakley, flying to the scene through treacherous mountain peaks and canyons, made two broadcasts from the crash site.

KFKA claims it broadcast news of the wreckage sighting some five minutes before other outlets and made the only direct broadcast from the scene a short time after the sighting. Mr. Oakley says commendation "is in order for H. Green, owner of KFKA, for having the foresight in approving the entire operation."

Mr. 'Homemaker'

MALE voice that is "Leila" on KIRX Kirksville, Mo.'s *Homemaker* show belongs to Lee Jones, station's program and farm director. Quarter-hour morning program, starting today, is sponsored by Gooch Mill & Elevator Co., Lincoln, Neb., and has been placed Mon.-Fri. for 52 weeks through Ayers & Assoc. Inc., Gooch agency. Mr. "Homemaker" gives the man's viewpoint to bills and other household items, and features the outstanding woman of the week for Northern Missouri.

Another WBAL Success Story—

THAT PROVES IT PAYS OFF WHEN YOU BUY RADIO WISELY

The sponsor said it for us; "A wonderful job well done". How WBAL's Kitchen Karnival meets the tough test of salesmanship is well summed up in the words of leading food broker, Cassell Commission Company, writing in behalf of Gorton Pew Fisheries.

1. Baltimore's Foremost Food Salesman

"We sincerely believe Kitchen Karnival is the biggest $$$ worth of advertising anyone can buy today."

2. Results Measured and Documented

"Our organization came out on top of all the food brokers in the country."

3. All-Out Merchandising

"Credit for this increase goes to Brent Gunts, Joe Croghan, Don Redding and Bill Mason for acquainting your listening and participating audience with Gorton's quality products."

4. New Products Introduced

"This program was instrumental in establishing a new item, Gorton's Salt Codfish, Already Cooked. Grocers are having requests for this new item due to Kitchen Karnival."

5. Sponsor Completely Happy

"Refer to us anytime as a satisfied customer. We'll be back with you in the fall."

This success story didn't "just happen." It was built of these ingredients:

—Baltimore's big radio station, 50,000-watt WBAL, where half a million families in more than 35,000 square miles make a habit of tuning for the best in radio.

—A food program—Kitchen Karnival—presented from 12:30 to 1 P.M. Monday thru Friday—to tickle the palates of housewives all over Maryland.

—A weekly broadcast-luncheon with more than 1,000 women seeing, hearing, sampling and talking about our sponsors' products.

—Merchandising, by an expert staff, that works every day with dealer and store contacts, places point-of-sale displays, gets merchants to push our sponsors' products.

—Constant program promotion, over the air and in Maryland and Virginia newspapers.

—A big "extra"—product display and still more program promotion over WBAL-TV.

If you sell food in Maryland, your strongest, straightest line to customers, your closest link to your dealers, is over Kitchen Karnival on WBAL.

Radio Baltimore

WBAL

NBC in Maryland

NATIONALLY REPRESENTED BY
EDWARD PETRY & CO., INC.

Radio Wins

(Continued from page 17)

MILLER'S STORE

ITEM: Cashmere Sweaters

	KORE	Newspaper	Both	Other	Total
Traffic	39	25	9	9	82
% Traffic	47.5	30.5	11.0	11.0	100.0
No. Purchasing Merchandise*	14	9	3	3	29
% Purchasing Merchandise*	35.9	36.0	33.3	33.3	35.4
% Dollar Value of Purchases*	49.0	28.3	12.3	10.4	100.0

Per Cent of Traffic by Medium, by Day

	KORE	Newspaper	Both	Other	Total
% Thursday	33.3	43.3	10.0	13.4	100.0
% Friday	54.2	20.8	16.7	8.3	100.0
% Saturday	57.1	25.0	7.1	10.8	100.0

Per Cent of Traffic by Medium, by Residence

	KORE	Newspaper	Both	Other	Total
% In City	66.7	76.0	88.9	66.7	72.0
% Outside City	33.3	24.0	11.1	33.3	28.0
% Total	100.0	100.0	100.0	100.0	100.0

* These figures include all purchases made in the department by customers showing an interest in the test merchandise.

ROBERTS BROTHERS

ITEM: Boy's Jeans

	KORE	Newspaper	Both	Other	Total
Traffic	46	11	18	11	86
% Traffic	53.5	12.8	20.9	12.8	100.0
No. Purchasing Merchandise*	26	7	14	6	53
% Purchasing Merchandise*	56.5	63.6	77.8	54.5	61.6
% Dollar Value of Purchases*	46.3	17.7	21.8	14.2	100.0

Per Cent of Traffic by Medium, by Day

	KORE	Newspaper	Both	Other	Total
% Monday	55.0	20.0	15.0	10.0	100.0
% Tuesday	60.9	13.0	21.7	4.4	100.0
% Wednesday	48.8	9.3	23.3	18.6	100.0

Per Cent of Traffic by Medium, by Residence

	KORE	Newspaper	Both	Other	Total
% In City	58.7	27.3	61.1	36.4	52.3
% Outside City	41.3	72.7	38.9	63.6	47.7
% Total	100.0	100.0	100.0	100.0	100.0

* These figures include all purchases made in the department by customers showing an interest in the test merchandise.

SEARS ROEBUCK & CO.

Item: Chenille Spreads

	KORE	Newspaper	Both	Other	Total
Traffic	96	18	14	10	138
% Traffic	69.6	13.0	10.1	7.3	100.0
No. Purchasing Merchandise*	25	7	6	1	39
% Purchasing Merchandise*	26.0	38.9	42.9	10.0	28.3
% Dollar Value of Purchases*	69.4	14.9	13.3	2.4	100.0

Per Cent of Traffic by Medium, by Day

	KORE	Newspaper	Both	Other	Total
% Monday	71.9	14.1	7.8	6.2	100.0
% Tuesday	63.0	13.0	15.2	8.8	100.0
% Wednesday	75.0	10.7	7.1	7.2	100.0

Per Cent of Traffic by Medium, by Residence

	KORE	Newspaper	Both	Other	Total
% In City	62.5	50.0	28.6	20.0	54.3
% Outside City	37.5	50.0	71.4	80.0	45.7
% Total	100.0	100.0	100.0	100.0	100.0

* These figures include all purchases made in the department by customers showing an interest in the test merchandise.

HART LARSEN'S

Test Item: Men's Slacks

	KORE	Newspaper	Both	Other	Total
Traffic	38	13	12	9	72
% Traffic	52.8	18.1	16.7	12.4	100.0
No. Purchasing Merchandise*	25	9	8	5	47
% Purchasing Merchandise*	65.8	69.2	66.7	55.6	65.3
% Dollar Value of Purchases*	54.5	20.0	11.8	13.7	100.0

Per Cent of Traffic by Medium, by Day

	KORE	Newspaper	Both	Other	Total
% Friday	51.4	14.3	20.0	14.3	100.0
% Saturday	54.1	21.6	13.5	10.8	100.0

Per Cent of Traffic by Medium, by Residence

	KORE	Newspaper	Both	Other	Total
% In City	71.1	92.3	91.7	88.9	80.6
% Outside City	28.9	7.7	8.3	11.1	19.4
% Total	100.0	100.0	100.0	100.0	100.0

* These figures include all purchases made in the store except those in the work clothing section, by customers showing an interest in the test merchandise.

SUBVERSIVES

AFRA To Bar 'Reds'

VOTING on a proposed amendment to bar subversives (Communist Party members or those identified as communists) from membership in American Federation of Radio Artists is to be concluded Saturday, officials said last week.

A positive vote will probably result in a long string of revisions at the national convention, August 9-10-11-12, AFRA representatives said.

NASHVILLE, Tenn. has designated Friday, July 27, as "Phil Harris Day" to honor its native NBC comedian and orchestra leader.

JIMMY CAPPS, disc jockey at WPTF Raleigh, N. C., was given a basketfull of old-time Edison Blue Amber records. The titles intrigued him but where could he find a machine to play them? A friend got him an Edison phonograph from a dealer who had overstocked on them years ago. Now the old records are the most listened-to feature of Mr. Capp's dinner hour program.

SHOWERMAN NAMED

As Nominee by REC

NOMINATION of I. E. (Chick) Showerman, national television sales manager of Free & Peters Inc., for president of the Radio Executives Club, New York, was announced last week by Norman Boggs, who has resigned the presidency to undertake his newly acquired duties as vice president in charge of sales for Don Lee Network, Los Angeles.

In a valedictory letter to REC members, Mr. Boggs said the nomination by a steering committee of REC past presidents was necessitated by the waiver request of C. H. Cottington, vice president, who under REC by-laws automatically would have filled the vacancy. Mr. Cottington asked to be excused. Closing date for ballots was set for today (Monday).

OATIS DETENTION

Protested by Congress

A STORM of protests over the detention of AP Correspondent William Oatis in a Communist prison in Czechoslovakia rocked Capitol Hill last week as a host of Senators and Congressmen demanded forthright and immediate action by the State Dept. Mr. Oatis was convicted on charges of spying after a "trial."

The furore took the form of a number of floor speeches and a series of resolutions angrily demanding that the State Dept. prohibit representatives of the Communist press from gathering news in the U. S. Other reprisals also were urged. Secretary of State Dean Acheson said the U. S. had filed another appeal for Mr. Oatis' release.

Temper of some legislators was typified by Sen. William Jenner (R-Ind.), who declared that "if the UN doesn't act in such a flagrant violation of freedom of the press, we should send all the Iron Curtain members back home and then act without them."

COPYRIGHT SERIES

Institute Starts in N. Y.

CREATION of a Copyright Institute which will sponsor a series of copyright lectures in New York this fall was announced last week by Theodore R. Kupferman, a member of NBC's legal department and chairman of the copyright committee of the Federal Bar Assn.

Lecturers will include:

Joseph A. McDonald, ABC vice president and general attorney, on "The Law of Broadcasting"; Robert J. Burton, BMI vice president and counsel, on "Business Practices in the Copyright Field"; Herman Finkelstein, ASCAP general attorney, on "Public Performance Rights in Music and Performance Rights Societies"; Samuel L. Tannenbaum, copyright counsel to the amusement industry including broadcasters and motion picture producers, on "Practical Problems in Copyright."

Sydney M. Kaye, of Rosenman, Goldmark, Colin & Kaye, and also BMI vice president and general counsel, will conduct a forum discussion in connection with the lectures, which are slated Oct. 15, 22 and 29, Nov. 19 and 26, and Dec. 3.

KRVH Featured

FULL FEATURE in *Collier's*, entitled "Friendly Voice in the Rockies," describes the history and operation of KVRH Salida, Col., operated by Vir N. James. Page spread is devoted to photographs in color, depicting Mr. and Mrs. James on their studio-ranch, interview of a student track meet, and the staff in action. Stress in the article is on its community service. Article appeared in *Collier's* June 30 issue.

ANNOUNCING the formation of

Radio & Television Sales Inc.

Broadcasting Station Sales Representatives

A. A. McDERMOTT, GENERAL MANAGER

MONTREAL
Windsor Hotel
UNiversity 6-0936

TORONTO
10 Adelaide St. E.
PLaza 8944

REPRESENTING

RADIO STATION CKVL, VERDUN - MONTREAL

AND

THE FRENCH RADIO ASSOCIATES GROUP NETWORK

Ever hear of a bank that gave money away?

Every day, a bank gives away tens of thousands of dollars in exchange for checks drawn on other banks.

These checks are worthless pieces of paper until they're cleared at a central clearing house. Until that time, the bank has literally given its money away!

It's vital for a bank to keep its books balanced by clearing these checks in the shortest possible time.

Yet their central clearing houses are hundreds of miles away from many banks!

What do they do?

They make a wise investment! They ship their checks the fastest possible way — by Air Express!

Whether your business is banking or ball-bearings, here are the unique advantages you can enjoy with regular use of Air Express:

IT'S FASTEST — Air Express gives the fastest, most complete door-to-door pick up and delivery service in all cities and principal towns, *at no extra cost.*

IT'S MORE CONVENIENT — One call to Air Express Division of the Railway Express Agency arranges everything.

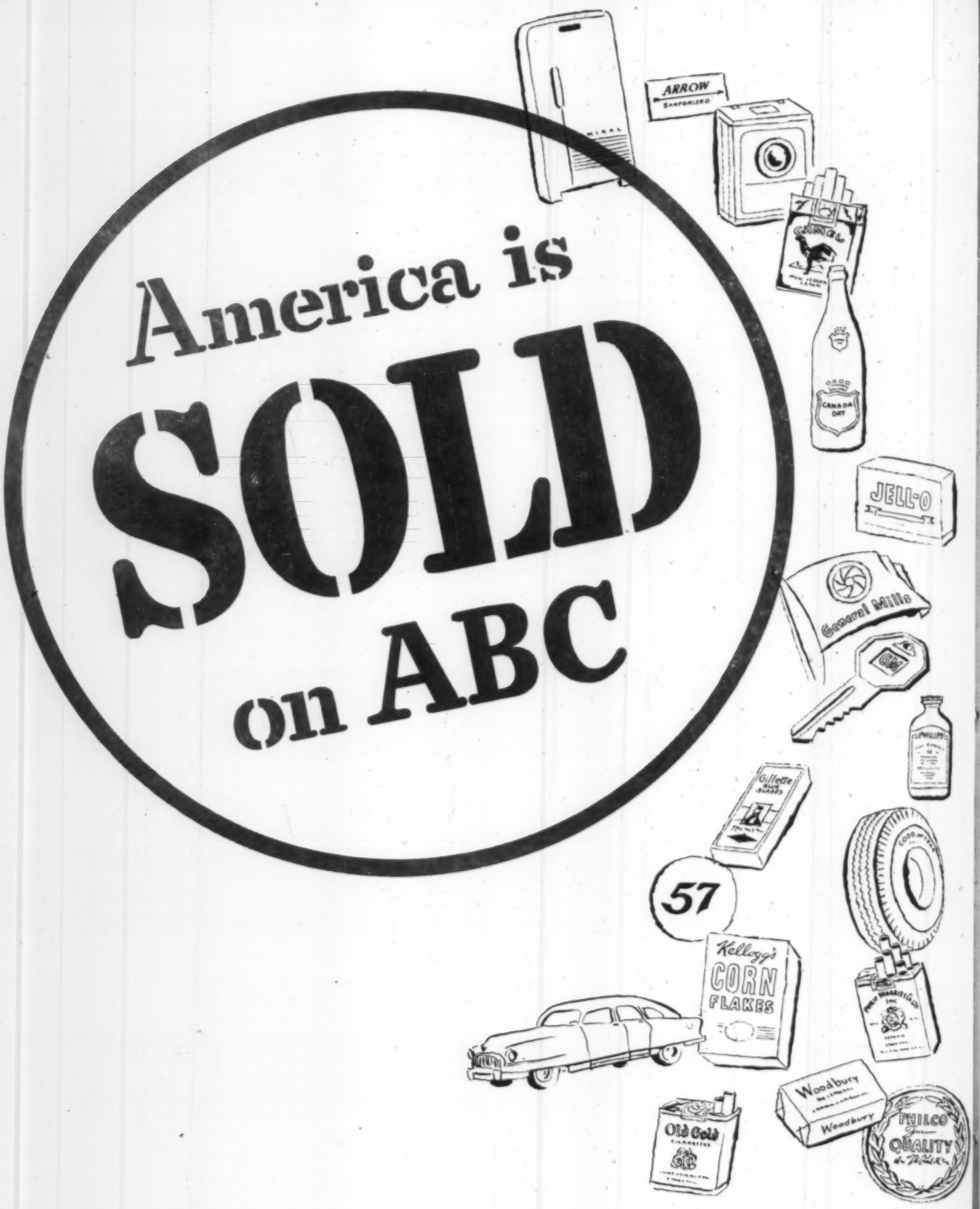
IT'S DEPENDABLE — Air Express provides one-carrier responsibility all the way and gets a *receipt upon delivery.*

IT'S PROFITABLE — Air Express expands profit-making opportunities in distribution and merchandising.

For more facts call Air Express Division of Railway Express Agency.

AIR EXPRESS

GETS THERE FIRST


America is
SOLD
on ABC
ARROW
JELL-O
General Mills
Gillette
57
Kellogg's
CORN
FLAKES
Woodbury
Old Gold
PHILCO
QUALITY

Admiral

Arrow

Bab-O & Glim

Bendix

Camels

Canada Dry

Champion Spark Plugs

Equitable Life

General Foods

General Mills

General Motors

Gillette

Goodyear

Green Giant

Heinz

Jergens-Woodbury

Kellogg

McKesson & Robbins

Nash-Kelvinator

Old Gold

Packard

Philco

Philip Morris

Procter & Gamble

Ralston Purina

Sterling Drug

C. A. Swanson

Swift

Texaco

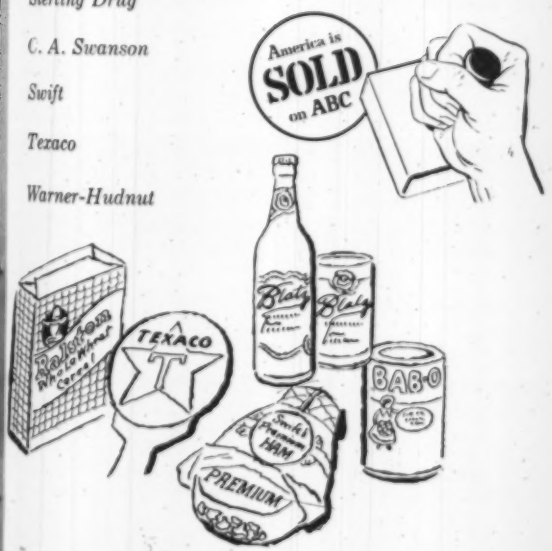
Warner-Hudnut

A network is known by the company it keeps

On this page are some of the many advertisers who send their goods to market via ABC Radio and Television. They choose ABC because . . .

IN RADIO . . . ABC-Radio can reach over *one hundred million* people. But more important, ABC exerts more influence, more pressure than any other advertising medium in one out of every six homes in America.

IN TELEVISION . . . ABC-Television is the only network that owns and operates television stations in 5 of the nation's 7 top retail markets. Also, ABC has gigantic Television Centers in both New York and Hollywood: facilities that no other network can match.



ABC RADIO and TELEVISION
American Broadcasting Company

CBS PUTS RADIO NO. 1

Affiliates Told

CBS TOLD its affiliates last week that CBS not only considers radio the No. 1 mass medium but has taken the lead in promoting it.

In what might also be a response to a letter sent by the Affiliates Committee asking heads of all radio networks to put their views on radio on the record in the wake of network rate cuts sparked by CBS [BROADCASTING • TELECASTING, May 21], CBS President Frank Stanton wrote:

". . . We were able to stave off a rate reduction as long as it was humanly possible. Without the exceptional network values that CBS radio held out to advertisers, the great pressure for rate adjustments would have come much sooner.

"The apparent paradox—that we did reduce rates at a time when recent CBS radio network billings had never been better—is evidence of two things. One, that you can't live today on yesterday's actions. And two, that emotion still plays a great role in the decisions of advertisers.

"On the point of combating these emotional considerations, I can only say that it is idle to speculate about what might have happened if other networks had devoted an equal amount of time, energy and money to the support of radio. But I cannot help feel that greater efforts by our competitors would actually have meant better business for us all."

At the outset of his nine-page letter President Stanton made clear that CBS believes "radio is—and in the foreseeable future will *continue* to be—America's No. 1 mass medium."

"We also intend that CBS shall keep and *extend* its present leadership in programming, advertising values, and aggressive selling," he declared.

"The most significant demonstration of our attitude," Mr. Stanton said, may be found in the following table summarizing "all the networks' advertising expenditures promoting *radio* for the past nine months":

Type of Publication	CBS	Net B	Net C	Net D
Radio, Advertising	$38,200	$23,158	$7,450	$25,850
General Business	79,685	21,328	350	7,122
Total	$117,885	$44,486	$7,800	$32,972

Speaks 'To Trade'

Mr. Stanton said that "to speak directly to 'the trade,' CBS has spent *48% more* than any other network," and that "to speak to general business management, which makes basic advertising decisions, CBS radio has spent nearly *three times as much as all networks combined*."

He said "the basic story is a simple one"—"radio (particularly CBS) reaches *more people*, at *lower cost*, with *greater impact*, than any other *nation-wide* medium. Today, as in the past."

No other network, Mr. Stanton said, has told so "forceably or frequently" as CBS the story of number of people reached per dollar spent in various media—591 by CBS, 387 by magazines, 249 by newspapers.

Citing examples, the CBS executive also asserted that "no other network has made the concerted effort to explain the *real* impact value of radio," and "no other network has sought so many different ways to *dramatize* radio's values."

He continued:

"We're not satisfied. We never are.

"However, as many trade papers and the managements of competing networks have generously testified, thus far it is CBS that has taken the most aggressive stand for radio.

"We have done substantially what independent broadcasters are now asking the whole industry to do. And we join wholeheartedly in the hope that other networks will accelerate their own support for radio."

Cites Progress

Mr. Stanton said Columbia's "progress over the past five years is actually the result of a steady interaction between expanding network leadership and alert promotion that capitalized on each forward step." He cited CBS's development of new programs and acquisition of others, with the result, he said, that during the past season "CBS has averaged 15 out of the top 20 [ratings] at night and 10 of the top 10 in the daytime."

"I think you'll agree that this record, right up to 1951, is not the record of a network that is selling radio short," the letter asserted.

In addition to program development, it continued: "We (and you) have steadily expanded Columbia's facilities—adding stations, improving frequencies, and increasing power. . . . And the end result has been that, by every significant yardstick, CBS has become a decisive leader in network radio."

Total network radio billings on CBS last year ($70.7 million) represented "the greatest sum ever invested by advertisers in any network in any year," and "for the first five months of 1951, CBS billings were 9% ahead of last year—and 31% ahead of the second network," Mr. Stanton said. Further, he said, "most of our stations have increased their volume of business," with "many of them . . . operating *at the highest levels* they have ever attained."

Despite radio's "absolute values," he continued, "it is nonetheless extremely difficult to sell on a declining trend." But by "the most liberal possible projections," he said, radio's net audience-loss to TV will not exceed 8.5%—a figure well within Columbia's 10-15% radio rate reduction, with the result that "radio's present value-advantage over other media will not decline" but "will, in all likelihood, actually increase."

"Network radio next year promises to give even better media values than it has this past winter," Mr. Stanton asserted. "There is ammunition here, as you can see, for much collateral promotion."

CBS, he said, is seeking new ways to "define, describe, and exploit: (1) out-of-home listening; (2) listening to secondary sets; (3) radio's sheer size—its great audience advantage over other media; (4) radio's forgotten impact advantages over other media."

The letter continued:

"Radio, for all its worth, is perhaps the least tangible of all advertising media.

"The advertiser sees no picture, he gets no proofs to hang on his wall, he can smell no ink, feel no paper, check no print-order.

"We are seeking new ways to make radio's great intangibles as real and concrete as we possibly can.

"New York, where most network radio buying is done, is surely the least-representative city in America.

"We are seeking new ways to impress upon client and agency people—tactfully and forcefully—*the greater role that network radio plays in more representative areas* that many of them know little about.

New Programs

"Finally, we are exploring *new kinds of programming*, in a steady search for programs that will satisfy our new dual requirements: (1) Winning big audiences in non-TV areas and (2) standing up effectively in areas of television competition.

"All of these endeavors take time, work, patience, and faith.

"We at CBS have used all four in the past—for the common good of our stations, our network, and our industry. We have all four elements in abundance today.

"We have, above all, a conviction that network radio will continue as America's No. 1 mass medium.

"It remains a great medium of information, inspiration, and entertainment.

"It is a great instrument of commerce."

As an example of Columbia's faith in radio's future, Mr. Stanton cited the creation of a separate Radio Division and divorcement of radio and TV activities. "I firmly believe the new organizational structure will better serve you, our listeners and our advertisers because it will make it possible for the division to concentrate all of its energies on a single medium," he declared.

HILL CAMPAIGN

Publishers Object To 'Discrimination'

NEWSPAPER publishers are quietly campaigning on Capitol Hill to have the Communications Act amended so as to restrict FCC from arbitrarily selecting a non-newspaper applicant over the newspaper applicant for a radio or TV license.

Evidence which points to such a Hill drive has been made known to BROADCASTING • TELECASTING.

Hill sources disclose that inquiries have been made of House Interstate Commerce Committee staff members, who are engaged in study of the Senate-passed McFarland Bill (S 658) which would streamline FCC procedures.

The inquiries, it is understood, have been coming from members of the House committee. They ask if it is possible to write into the McFarland Bill a provision that would bar the Commission from "discriminating" against newspaper applicants.

There is no definite answer to this question, it was said, since it has been bandied about for years on Capitol Hill. Staff members are answering the members by presenting full history of the situation.

On the surface, these inquiries have not stirred any problems for the staff, who have been telling Congressmen that such a move would run into a bottleneck. However, it is pointed out that if Congressmen persist and ask for a hearing, the McFarland Bill might as well rest in its House nook in a non-activated state.

POLITICAL ADS

Ala. Bill Would Fix Rates

ALABAMA House of Representatives in Montgomery last Tuesday voted, 61 to 11, to reconsider a bill it had passed to regulate political advertising rates of radio stations and newspapers.

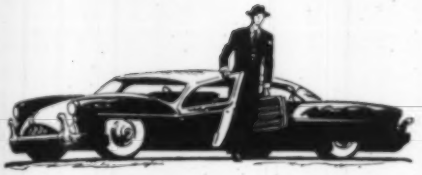
One representative served notice he would move for indefinite postponement of the measure, which the House approved, 39-36, on July 13.

Radio station owners and newspaper publishers have protested that the legislature has no more right to tell them what to charge than it has to fix doctor or lawyer fees.

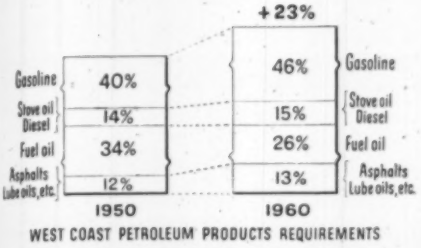
ASCAP Income Up

ASCAP second quarter distribution to members approximated $2,750,000, slightly ahead of the first quarter, which a society spokesman said was unusual. Increase over expectations was credited largely to an unforeseen spurt in revenue from TV performances.

How to tax ourselves into a gasoline shortage

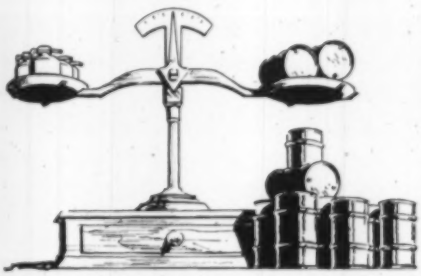


1. If this country continues to grow in the next 10 years as it has since 1940, the American people are going to require 6 gallons of petroleum products in 1960 for every 5 gallons they use today.

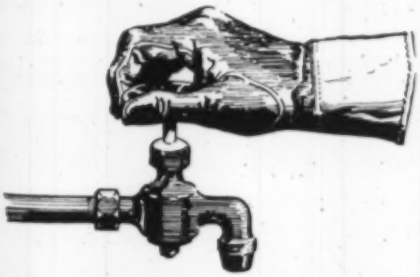


WEST COAST PETROLEUM PRODUCTS REQUIREMENTS

2. In addition to this 23% increase in the *amount* of petroleum products, the people in Union Oil's marketing territory will need a different *proportion* of petroleum products in 1960 –principally less fuel oil and more gasoline. That means Union Oil is going to have to build additional refining facilities.



3. With our present facilities, we can't get a 46% yield of gasoline from each barrel of crude we process (see chart). If we were forced to process enough crude today to meet the public's 1960 need for gasoline, we'd have a tremendous surplus of fuel oil.



4. The reason for this is that you can't turn the products of a refinery on and off with a spigot. For every barrel of gasoline you make with a given set of facilities, you get a certain amount of fuel oil and other products along with it.

5. Consequently, we have laid out a $60,000,000 refinery improvement program that will increase our yield of gasoline to a point where it will meet your 1960 requirements. Construction on the first stage began in March. Hopefully, we'll have the new facilities completed by 1955. But whether we can or not depends on how much money we can retain after paying taxes.

6. Traditionally, about 80% of our American oil companies' expansion has been financed out of profits. As long as corporation taxes don't get completely confiscatory this expansion can continue. But if we tax away substantially all profits it will have to stop. That's why we say it is literally possible for this country to tax itself into a gasoline shortage.

UNION OIL COMPANY
OF CALIFORNIA

INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

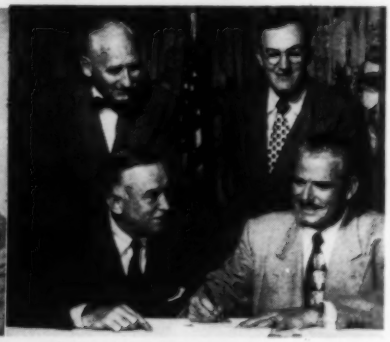
This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.

Manufacturers of Royal Triton, the amazing purple motor oil.

CLEVELAND Indians' baseball stars Al Rosen and Bob Lemon sign as disc jockeys for WJW Cleveland Mon.-Fri. show, *Pitchin' Platters*, 5:30-6 p.m. L to r: Standing, Lenny Axelband, Axelband & Brown & Gardner, agency; Bill Pagel, sls. mgr., Tecca Distributing Co., Raytheon TV outlet, sponsor; seated, Bill Lemmon, WJW v.p. and gen. mgr.; Mr. Rosen; Mike Tecca, pres., Tecca Distributing, and Mr. Lemon.

DISCUSSING contract details of Juice Industries Div. of Clinton Foods Inc.'s commercials to be used on WRVA Richmond's *Housewives Protective League* are (l to r): Richard L. Brown, L. W. Ramsey Adv. Agency, Chicago; Mark Evans, HPL announcer, and H. P. McMullin, H. C. Kersten Co., Richmond, brokers for Clinton Foods' Tou-Cans Orange Juice. Firm signed for 13 weeks.

THIRD straight year assured for Citizens Federal Savings & Loan Assn., Dayton's sponsorship of MBS' Fulton Lewis jr. on WONE-WTWO (FM) Dayton, as firm's V. P. Robert Almoney pens contract. Flanking him are Louis S. Froelich (l), asst. to stations pres., and Herman Hutzler, head, Hutzler Adv. Agency.



CHIROPODIST signs for sponsorship of two newscasts daily on KGER Long Beach, Calif. L to r: Seated, Oliver Gramling, asst. gen. mgr. of radio, Associated Press; Dr. C. C. Harrod; standing, Hub Keavy, Los Angeles rep. of AP, and Dick Walsh, KGER salesman.

FIVE-YEAR agreement is set for Ziv's *Cisco Kid* on WQAM Miami, Fla., 5:30-6 p.m., sponsored by Seven-Up Bottling Co., Miami. L to r: Standing, Nat Gilson, mgr. of bottling firm; Larry Stewart, Frederic W. Ziv Co.; Harry Camp, asst. gen. mgr., WQAM, and "Buz" Avrutis, Chambre Adv. Agency. Sherman Tobin (seated), owner of bottling company, signs.

open mike

[EDITOR'S NOTE: Not since the FCC moved FM from its former place in the spectrum to its present residence at 88-108 mc has such a fuss over FM been provoked as that touched off by two editorials (June 11, July 9) in BROADCASTING • TELECASTING. (We are publishing a third this week, possibly a suicidal decision.) A dozen letters accusing us of everything from accepting bribes to committing matricide have appeared in OPEN MIKE in the past five issues. Here are a dozen more, and in printing them we declare the forum closed. Far more space has been devoted to the readers' comments than to our own.]

EDITOR:

. . . True, a good many FM stations are in the red. So are some AM stations, and so have been *all* TV stations until very recently. Would you take the channels away from all broadcast media that don't show a profit? . . .

Anyway, the extra TV channels that you are seeking at FM's expense would be most in demand in metropolitan centers, the very places that today have crowded FM dials. Like Washington, where 12 FM outlets are using all available Class B assignments and all but two Class A assignments. . . . Maybe they're not using all of the FM channels available in Cripple Creek, but don't think they're likely to use any extra TV channels either.

As an authoritative industry voice, BROADCASTING would be in better stead to tell the independent FM broadcasters to get on the ball and produce programming interesting enough to make people want to buy FM sets. That was how AM did it in the '20s—that's how TV is doing it in the '50s—and that's how FM must do it from here on out.

M. Robert Rogers
Vice President-General Mgr.
WGMS-AM-FM Washington

* * *

EDITOR:

. . . I am very sorry to find you leading this movement to cripple radio for television.

Walter C. Bridges
General Manager
WEBC-AM-FM Duluth, Minn.

* * *

EDITOR:

. . . If television is to become a truly competitive nationwide service, intensive development of the UHF spectrum available to and assigned for TV use must be undertaken at once. Adding two or three additional VHF channels will not noticeably help the overall picture. . . .

There are now approximately 8 million FM sets in the hands of the public. The question of the public's investment in FM is one which cannot now be lightly tossed aside.

In Washington alone your proposal could not be accepted without the forced shutdown of FM stations that are now on the air. . .

Everett L. Dillard
General Manager
WASH (FM) Washington

* * *

EDITOR:

. . . Why doesn't someone in your department and the FCC wake up? There is a simple answer as to how to fill up those "several thousand" FM channels. Instead of further crowding the AM band, how about FCC telling all *new* AM applicants "FM or nothing"? . . .

As pointed out in a previous letter to you, except for GE and Zenith, FM has not been promoted. Why? I can give you the answer to that one. Simple. FM was invented by an individual instead of by a large corporation. . . .

L. Edwin Rybak
Chief Engineer
WGPA-AM-FM Bethlehem, Pa.

* * *

EDITOR:

. . . It is a truth, a provable truth, that FM is a better system than the antiquated AM system which we labored so many years to establish. . . .

Chet Petersen
Hollywood Assoc. Producer
Hollywood

* * *

EDITOR:

. . . Let us see who is the biggest ether hog. Certainly not FM with its 20 mc but TV which requires 72 mc for its 12 channels. In addition TV has a nice new [proposed] assignment . . . of 70 channels or 420 mc in the 500 to 900 mc region. . . . By now the answer to the dilemma should be apparent. Move all TV stations into the new spectrum. Turn the frequencies below 88 mc over to the public safety services. Turn those between 174 mc and 216 mc over to common carrier and to the aircraft service who depend upon radio for safety of life and who also need more channels. . . .

And don't tell me that VHF TV is no good. Just read page 58 of BROADCASTING for July 9 for the answer to that one.

Robert E. Brooking
Chief Engineer
KFMV (FM) Los Angeles

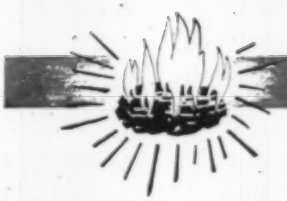
* * *

EDITOR:

. . . Your recent editorial (July 9) concerning FM was deplorable. . . . Perhaps the FM band is greater

(Continued on page 38)

NEWS AND VIEWS OF COAL



A MONTHLY REPORT TO EDITORS

PROGRESS KEYNOTE OF 1951 COAL SHOW.

The 1951 Coal Show of the American Mining Congress recently held in Cleveland clearly demonstrated that America's coal industry is alive with new ideas. Six million dollars' worth of the latest mining equipment was on display—everything from a tiny roller bearing to a gigantic fifty-ton haulage unit. There were continuous mining machines and conveyor systems—equipment for sale ranging from a three-cent bit tooth to a million-and-a-quarter-dollar power shovel. Those who saw the show couldn't fail to be impressed with the coal industry's vigor and progressiveness.

GOVERNMENT ORDER EMPHASIZES DEPENDABILITY OF COAL.

A recent OPS order increasing the ceiling price of residual fuel oils will further step up the demand for coal—especially along the Atlantic Seaboard. The price increase was made purposely to conserve the uncertain supply of oil by encouraging the burning of coal—a direct recognition of coal's dependability and abundance. Because America has such immense reserves of coal—nearly half of the world's known supply—coal has become the favored fuel of most industries in their planning for the future.

COAL'S FUTURE BRIGHTER THAN EVER!

It is taking more and more coal to supply the heat, light and power America needs—300 million more tons of coal each year than were used 50 years ago. Through industrial expansion and the growth of the electrical industry, coal's markets are steadily increasing—and the coal industry is modernizing its plant to meet these growing needs. The new mines opened or placed in development in America during the past five years have a productive capacity of more than one-half as much as all the mines of Soviet Russia.

MECHANIZED MINES CAN EXPAND PRODUCTION RAPIDLY.

By using the same facilities that are now producing coal at the rate of 530 million tons a year, America's mines can expand their production at will by more than 100 million tons. This is possible because of the high degree of mechanization throughout the coal industry. 98% of America's coal is now mined by machine—raising the productivity of the American miner to the highest level in history—30% higher than it was just 10 years ago. Keen competition among America's 6,000 independent mine operators has resulted in one of the greatest efficiency gains made by any American industry.

BITUMINOUS COAL INSTITUTE
A Department of National Coal Association
320 Southern Building, Washington, D. C.

If you have any questions about coal or the coal industry, your inquiry to us will receive prompt reply.

President Madison Slipped Here

If the War of 1812 proved anything, it is that it's difficult to get Americans and their Canadian neighbors shooting-mad at one another. Of course, President Madison's hunch that the British colony in Ontario might someday be worth having was a sound one. No doubt his Chiefs of Staff thought so too. But it was cold fighting.

And setting fire to York (now Toronto, which is an Indian word meaning "How-to-make-a-fast-buck") didn't warm things up for long. Finally, President Madison gave up the venture and concentrated on driving the foreigners out of Florida.

Of course, President Madison never dreamed that one day the Province of Ontario would be Canada's wealthiest, fastest-growing marketing area. And having backed off from the smoldering ruins of York, even a General with vision could not visualize present-day Toronto, Ontario's capital city, and the pivotal point of Canadian industry and commerce.

Modern business Chiefs of Staff, bent on invading the booming Ontario market, would now be able to pass on the following intelligence to their sales generals:

1. $3,513,653,600—that's Ontario's retail sales figure, as estimated by the Dominion Bureau of Statistics!
2. Radio is still the best way to reach Ontario consumers.
3. There are 1,132,900 radio homes in Ontario. That's only the most recent available figure—it's increasing daily, because Ontario's population is growing rapidly, and radio is Ontario's favorite medium.
4. If you're selling in Canada, Ontario is your richest market. And radio is your medium. In Canada, you sell 'em when you tell 'em!

A message from the 103 member stations of the Canadian Association of Broadcasters whose voices are invited into over 3 million homes every day.

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St., Ottawa.

37 Bloor St. West, Toronto.

Open Mike

(Continued from page 36)

in size than it ought to be—now. But why not look to the future? The AM band was once too small, and 10 more channels had to be added to it. The situation may some day be the same with FM. . . .

Then again, perhaps the FM broadcasters shouldn't place too much of their blame on their AM brothers. The FM broadcasters must get off their rumps and promote—sell sets, advertisers and their stations. . . .

George W. Hamilton
FM Promotion
Maplewood, N. J.

* * *

EDITOR:

. . . Your editorials contained two glaring misstatements of fact. The July 9 editorial contained the following: "Simply stated, the FCC is pondering what it should do about the vast expanse of spectrum space assigned to but not being used by FM." That has now been denied by the chairman of the Commission as reported in your last issue . . .

The second misstatement (June 11) was that "substantial engineering opinion supports the view that the fewer than 700 FM stations might well be allocated into 2 mc or 10 channels." . . .

Edwin H. Armstrong
Columbia U.
New York

* * *

EDITOR:

. . . It would seem to me that enough has been done to handicap FM without sharing its present allocation with TV. Surveys indicate that 35% of the homes in this area are now equipped with FM, and we feel that definite progress is being made in increasing this ratio . . .

Zora E. Guenard
Program Director
WEAU-FM Eau Claire, Wis.

* * *

EDITOR:

. . . Be informed that allocation of any radio service is determined by the needs of the large cities, and in such the FM band is being very well used. Should you desire to rearrange the allocations, suggest you first move the frequency hogs (TV channels) out of the 30 to 80 mc range and make way for police and fire, etc., who need channels badly.

Ray Torian
Acting Manager
KNOB (FM) Long Beach, Calif.

* * *

EDITOR:

. . . I would like to propose, if you allow me the space, that all interested broadcasters contact me at their earliest convenience for the purpose or arranging a meeting of the "true FMer's" at an early date. . . . Despite the damage you have willfully injected into the industry, I feel that it will come to a good end as it has aroused the ire of many and made it clear we need an organization to protect us from such unscrupulous attacks. . . .

Robert E. Williams
Station Manager
WFML (FM) Washington Ind.

* * *

EDITOR:

. . . Isn't it incumbent on you to apologize to FM operators for getting them into an unnecessary dither? . . .

Sol Chain
General Manager
WBIB (FM) New Haven, Conn.

[EDITOR'S NOTE: Uncle.]

* * *

Night and Day

EDITOR:

I have just read your editorial "Prudence and the Freeze," in the June 25 issue.

It is most ridiculous that you suggest that no more AM or FM stations be granted and suggest a moratorium until the critical material situation ameliorates . . . Why not let TV leave the Commission alone and let them make a clear cut decision of the "freeze" of clear channels. I cannot see for the life of hundreds of other broadcasters, with daytime stations, why millions of dollars worth of fine broadcast equipment should be lying idle from sundown to sun up . . . Let's give those "white areas" nighttime service.

Nathan Frank
Manager
WHNC Henderson, N. C.

[EDITOR'S NOTE: Giving the "white areas" nighttime service was exactly the point we made. Our suggested moratorium would pertain only to those communities where FM and AM service is now satisfactory.]

* * *

EDITOR:

In spite of fearsome-looking competition, this station is operating nicely in the black . . . The formula [is] simple: . . . (1) Program local events, local news . . . (2) Get your sales force out on the street and sell.

Kenneth Leslie
Sales Manager
WCTC New Brunswick, N. J.

The Provinces

EDITOR:

Thanks so much for such a nice article in this week's BROADCASTING [ON ALL ACCOUNTS, July 16] . . .

First thing this morning I received a wire from an old Michigan State classmate who spotted the story clear up in Albany. What coverage that BROADCASTING has.

Richard H. Hurley
Compton Adv. Inc.
New York

[EDITOR'S NOTE: Gad, next thing we'll be read as far west as Buffalo.]

BMI CLINIC

Hollywood Meeting July 31

TOP eastern and western radio station executives are scheduled to speak at the all-day clinic being staged by Broadcast Music Inc. July 31 at the Hollywood-Roosevelt Hotel. Southern California Broadcasters Assn. will act as host for the session, fifth in a series of nine clinics being set up by BMI for broadcasting groups in various cities throughout the country.

Eastern speakers at the Hollywood meeting will be Hubbell Robinson Jr., CBS vice president in charge of network programs; Paul Morency, vice president and general manager, WTIC Hartford; Ted Cott, manager, WNBC New York; Robert J. Burton, vice president in charge of publisher relations, BMI New York. An additional eastern speaker will be named later.

Representing the West will be Ed J. Frech, program director, KFRE Fresno, whose subject will be "Let's Make the Most of What We Have," and Dorothy Johnson, secretary and program director, KSON San Diego. Carl Haverlin, president, BMI, will make the chief address at the luncheon meeting, presided over by A. E. Joscelyn, in charge of CBS Hollywood operations and president, SCBA.

Similar clinics will be held today (July 23) in Seattle in cooperation with the Washington Broadcasters Assn.; July 24, Portland, with Oregon State Broadcasters Assn.; July 26, San Francisco, California Broadcasters Assn.; Aug. 20, Harrisburg, Pennsylvania Assn. of Broadcasters; Aug. 21, Columbus, Ohio Broadcasters Assn.; Aug. 22, Roanoke, Virginia State Assn.; Aug. 24, White Sulphur Springs, West Virginia Broadcasters Assn. First session was held July 2 in Atlanta before the Georgia Assn. of Broadcasters.

WIST INAUGURAL

Eyes October Opening

CONSTRUCTION of towers and transmitters for WIST Charlotte, N. C., to be the AM affiliate of WIST-FM, is now in full swing and The Broadcasting Co. of the South is priming for October operation, according to Ray A. Furr, managing director.

A "progress report" on the new AM station is contained in advertisement in local Charlotte newspapers. Telephone lines will carry WIST programs direct from studios in the Liberty Life Bldg. to the transmitter. Station will operate on 930 kc with 1 kw night and 5 kw day.

Mr. Furr added that the owners "look forward to bringing [the community] WIST-TV, a permit for which our company has been an applicant several years now." WIST-FM has been on the air since 1948. B. Calhoun Hipp is president of the licensee firm.

THIS TRIO, (l to r) Chief Engineer Joe Gamble, an unidentified tower crew member, and George Theeringer, special events announcer at the microphone, needed no wings in a 500 ft. above ground 30-minute flight. Mr. Theeringer broadcast to WRBL Columbus listeners from the top of the FM tower where the men were perched on a swing connected to a steel cable that was controlled by a truck winch. Theme was description of city.

ABA MEET

Little Rock Host Aug. 5

WILLIAM B. RYAN, BAB president, will be among featured speakers at the Arkansas Broadcasters Assn. sales clinic to be held Aug. 5 in Hot Springs at the Jack Tar Courts.

Stated purpose of the clinic is to "provide sales managers and salesmen with an outstanding opportunity to measure their own planning against authoritative leadership and to help them project into their own enterprise the thinking and experience of others."

There is a registration fee of $2.50 which includes luncheon. The program follows:

Morning Session:

9:00, Clinic called to order by Fred Stevenson, ABA president, manager, KGRH Fayetteville; 9:05, Clinic Chairman, Julian F. Haas, commercial manager, KARK Little Rock; 9:10, "Servicing Local Accounts," Ed Gideon, commercial manager, KGRH Fayetteville; 9:30, "Aids to Getting National Sales," Dave Crockett, manager, KAMD Camden; 9:45, "Merchandising—Promotion," James Walker, manager, KFPW Ft. Smith; 9:50, "Your News—and Its Revenue Potential," Oliver Gramling, assistant general manager, Associated Press, New York; 10:30, "Selling Locally," Ed Appler, KTHS Hot Springs; 10:45, "Selling on an Independent Station," Ted Rand, manager, KDRS Paragould; 11:00, Open Forum.

Afternoon Session:

12:00, Smorgasbord luncheon; 1:00, "What a Timebuyer Expects From a Station," Aubrey Williams, director, radio department, Fitzgerald Adv. Agency, New Orleans; 1:30, "Four Sides To It," Dale C. Rogers, advertising and sales promotion manager, Mid-Continent Petroleum Corp., Tulsa; 2:00, "What Stations Can Do To Help Their Representative," Wythe Walker, president, The Walker Representation Co., New York; 2:30, "The Challenge to Radio and How To Meet It," Mr. Ryan; 3:00, Open Forum.

WHHM

MEMPHIS

"independent—but not aloof"

is

pleased to announce

the appointment of

FORJOE & COMPANY

as

exclusive national representatives

EFFECTIVE IMMEDIATELY

JAPANESE RADIO

Advertising To Be Introduced

ADVERTISING will be introduced into Japanese radio the first of next year, when some 16 stations which have been experimentally licensed for commercial operation will join the more than 120 stations comprising Japan's two-network national radio system. For the past 26 years the system has functioned as a sponsorless, tax supported operation.

The impending impingement of sponsored radio in the American manner on what has been traditionally a BBC type of broadcast system was revealed Monday by Tetsuro Furukaki, president of the Broadcasting Corp. of Japan, in an interview with BROADCASTING • TELECASTING.

Mr. Furukaki, accompanied by Sukezo Tochizawa, chief of BCJ's general affairs division, and Yoshikazu Kasuga, head of the BCJ program department, had just completed a two-week visit to the United States, mainly New York and Washington with brief stopovers in San Francisco and Chicago, to take a look at American radio and television. Immediately after the interview the group left for London at the invitation of the BBC. They plan to visit a number of European capitals before returning to Japan.

BCJ, Mr. Furukaki explained, was established in 1924 as a public utility company operating under the control of the Minister of Communications, a set-up very similar to that of the BBC which is also a non-Governmental corporation operating under close governmental supervision. Also like the BBC, BCJ is supported by taxes paid by listeners, each of the 10 million set-owning Japanese families paying a monthly fee of 50 yen (about 15 cents), raised in April from the former fee of 35 yen a month. With these fees, BCJ has a staff of some 8,000 persons who operate the two-network system, providing dual program service to the Japanese people from 5:30 a.m. to 11 p.m.

News Is Tops

Indicating that human nature and taste in radio fare are pretty much the same the world around, Mr. Furukaki said that news programs are as a class the most popular type of program with the Japanese public, who, he said, have learned that they can depend on what they hear on the air. Most popular program, he reported, is *20 Questions*, closely followed by *Sunday Serenade*, a variety show, and by a Sunday noon amateur hour whose successful contestants win no money or merchandise prizes but are assured of employment in theatres throughout the country.

Baseball broadcasts are very popular with male listeners, Mr. Furukaki said. He noted, however, that in accordance with its quasi-governmental set-up, BCJ's programming devotes most of its time (52%) to news and cultural programs, only 48% to programs of pure entertainment.

Reporting that BCJ was doing some experimental research work on television, Mr. Furukaki said that after seeing the colorcasts of both CBS and RCA, which he called "amazingly fine," he hoped that his country might begin its TV programming on color basis. This is a far-fetched wish, he added, as Japan is a poor country and will be hard put to support a black-and-white TV system, let alone one in color, for many years to come.

Japan has been out of the international broadcasting field since the end of the war, Mr. Furukaki said, but it may soon resume this activity. Both the Diet and the American military authorities have approved the reinstatement of international broadcasting, he reported, and the matter is now before the proper international body in charge of assigning shortwave channels for international use.

Erwin Resignation

STANDING Committee on Correspondents on Capitol Hill has given notice that Robert A. Erwin's resignation has been "solicited and accepted." Mr. Erwin, a member of the congressional press galleries as president of Erwin News Service, denied his resignation was requested, saying he had resigned to devote his time to the Krock-Erwin Assoc. Inc. firm of which the committee noted Mr. Erwin was executive vice president. Firm was described as "public relations counselors and Washington business representatives." The committee also listed its rules that require a member of the galleries to obtain principal income from news correspondence and not engage in "any lobbying activity, publicity or promotion work."

MAGAZINE RATES

ANA Studies Increase

WHETHER the ANA Magazine Committee should do anything about the numerous rate increases announced by leading national magazines to become effective the first of the year was discussed briefly at the committee meeting in New York on Tuesday but no decision was reached.

Henry Schachte, national advertising manager of the Borden Co. chairman of the committee, told BROADCASTING • TELECASTING following the meeting that the committee could not enter into any discussions of magazine rates, but that, if it so decided, it might render a report on magazine advertising values to the ANA membership. Such a report would be akin to the reports on radio values issued by the ANA radio committee in August 1950 and March of this year, documents which have been largely credited with a major part in effecting the subsequent reductions in network time rates.

His committee is working against a deadline on a presentation of magazine research to be given at the ANA fall meeting, Mr. Schachte said, and most of the meeting time devoted to that project. The matter of magazine values will presumably come up again at the next meeting of the committee, in about three weeks, depending on the progress of the preparation of material for the presentation, he said. The ANA fall meeting will be held Sept. 24-26 at the Waldorf-Astoria Hotel, New York.

WOR Gets RFE Contract

RADIO FREE EUROPE has named WOR Recording Studios to handle the bulk of tape-recording programs in Albanian, Bulgarian, Czechoslovakian, Hungarian, Polish and Rumanian for broadcast by RFE transmitters in Germany to listeners behind the Iron Curtain. WOR contract is estimated at $150,000 annually.

KFYR, with the nation's largest area coverage, located in the heart of the rich, mid-west farm belt—opens the door to responsive listenership that pays quick dividends. Ask any John Blair man for the complete KFYR facts and figures.

KFYR

550 K. C. • N.B.C. AFFILIATE • 5000 WATTS

BISMARCK, N. DAK.

NEWS—from BINGHAMTON, N.Y.

ABC

WENE

BINGHAMTON, N.Y. MARKET

NOW 5000 WATTS

CALL RADIO REPRESENTATIVES, INC.

A SALUTE to the new $5 million plant of Plough Inc. (parent company of WMPS Memphis, Tenn.) was the occasion for this gathering of Senatorial, radio and newspaper representatives in Memphis last month. To salute the new plant, Goldsmith's, local department store, arranged for special origination of ABC *Town Meeting of the Air* from Memphis. Indulging in pre-broadcast discussion are (l to r): Sen. George W. Malone (R-Nev.); Harold R. Krelstein, WMPS vice president and general manager; Sen. Estes Kefauver (D-Tenn.), member and former chairman, Senate Crime Investigating Committee; Frank Ahlgren, editor, *Memphis Commercial Appeal;* and Edmund Orgill, board member of the Atlantic Union, a political organization. Sens. Malone and Kefauver and Messrs. Ahlgren and Orgill debated "What Is Europe's Best Defense Against Communism?" with George V. Denny Jr. serving as moderator. Special *Town Meeting* radio promotion was handled by Matty Brescia, Matty Brescia Enterprises.

ABC BUILDS

Starts S. F. Expansion

ABC last week announced a million dollar expansion program in San Francisco that will more than double facilities and space of its KGO-AM-TV.

First step in the program was purchase of the four-story Eagles Bldg. and an adjacent lot on Golden Gate Ave. near San Francisco's Civic Center. Purchase price of the building was not disclosed but it was known to amount to several hundred thousand dollars. Gayle Grubb, KGO-AM-TV general manager, announced that an additional sum of nearly $1 million will be spent remodeling and equipping the property for radio and television.

The building will house most of the production facilities for both KGO and KGO-TV (KGO now leases radio production space from NBC at the latter's Radio City property). KGO-TV will retain its transmitter site at ABC Television Center at Sutro Mansion on Mt. Sutro. Executive offices, now located in a building on Montgomery St. in San Francisco's financial district, will be moved to the new building.

Tentative plans call for one main floor studio 70 by 100 feet with a 30-foot ceiling and accomodations for a studio audience up to 750 persons. This studio will be permanently equipped to handle a minimum of four cameras with provisions for additional cameras when needed.

On another floor will be three smaller television studios, approximately 30 by 40 feet and with facilities for two or three camera productions. These studios will also be equipped for radio production. Each studio will have independent control room facilities for either radio, television or simulcast production. In addition there will be three other small studios equipped for radio production exclusively.

There will be a master control and a microwave system to feed television originations to the KGO-TV transmitter at the Mt. Sutro property.

Purchase of an unoccupied lot adjacent to the building will provide space for a huge freight elevator for moving sets and scenery to various studios and to the basement, where the station's art department and set building and storage facilities will be located.

Pereira & Lackman, Hollywood architects who have specialized in radio and television studio design in Southern California, are directing remodeling of the new KGO building.

Wham Bam, Suh!

THE CIVIL WAR (or the War Between the States if you're from the South), was partially relived by WNOR Norfolk, Va.'s listeners when the station broadcast directly from the scene of a second "battle of the ironclads"—a re-enactment of the historic sea battle between the *Monitor* and *Merrimac*, scheduled as part of the 61st and final reunion of the United Confederate Veterans.

To a Time-Buyer's Secretary with Vacation on Her Mind

IT'LL be rough without you for two weeks. Especially when The Man has to scratch around in the files. Tell him, when he needs some examples of radio's pulling power, to look under *Iowa—WMT*. Take the case of the Bowman Cattle Company. They considered cancelling their noon hour sale announcement on WMT. "Looky," said WMT. "Next time you have a sale, ask your buyers how many of them heard about it on WMT." Bowman did. 90% had. Bowman reconsidered.

Remind him about Tait Cummin's WMT Sports Contest last March to guess the championship team and score of the title game in the boys' state basketball tournament. Prizes were 3 one-week all-expense vacations to Mid-West resorts. Results: 49,363 entries in ten days.

Tell him, when he needs some examples of radio coverage, to check BMB's Study No. 2 for WMT, where total weekly radio family listening is 338,430 (in 87 counties) daytime, 303,880 (in 71 counties) nights.

Incidentally, where are you going on your vacation? Iowa's Okobojis and Clear Lake and Spirit Lake are great spots for relaxing; Iowa's young men are real stem-winders—tall, sun-bronzed and . . . interesting. The air is clear—the only pall on the horizon is a bit of smoke from traditional burning ceremonies for the few remaining mortgages, just paid off.

Have a nice time, honey. Everything will be okay. Just leave several blank schedules behind—with WMT filled in in the strategic places.

WMT
CEDAR RAPIDS

5000 WATTS

600 KC

Day & Night

BASIC COLUMBIA NETWORK

REPRESENTED NATIONALLY BY THE KATZ AGENCY

"The Railroad Hour"

(Continued from page 18)

13,127 requests that could be positively identified:

● 86.4% of identifiable requests represent students and teachers, from primary grades through college.

● Professional people included 194 clergy, 275 doctors, 39 nurses, 17 lawyers, 14 editors and radio-newspaper commentators as well as 445 businessmen and 44 organizations—8% of the identifiable requests in these categories. In addition there were 436 railroad employes, 39 public officials (two U. S. Senators and one governor), 258 service personnel.

Those, in summary form, are the principal points demonstrated by the third annual offer of the AAR. The total of 120,437 individual requests almost equals response from the first two *Railroad Hour* years combined, despite the fact that the 1951 offer was made at a period of seasonally declining audience.

On the other hand, the offer of a souvenir booklet, with program stories and cast photos, was believed to have a wider appeal than the quiz booklet offered the first two years. AAR recognizes this as an element that must be considered in comparing the three-year results.

The 131 member railroads (system lines) of the AAR have some very definite goals as they devote $1,258,000 of their funds (1951) to the *Railroad Hour*. Serving all 48 states, the members are now convinced that they have an intimate and influential contact with the public in their popular musical broadcast. The mail analysis shows that the program thoroughly covers all 48 states.

Those who would contend in a thoughtless moment that television has plugged the ears of radio might well spend some time studying AAR's detailed analysis of its mailed requests and their source. They would discover that in television's home base, New York State, the *Railroad Hour* offer pulled 13.97% of its mail in 1950-'51 compared to 14.76% in 1949-'50.

On the other hand, California produced 11.26% of the mail in 1950-'51 compared to 8.24% in 1949-'50.

TV Does Not Lower Show's Rating

The program retained its Nielsen level during a 12-month period in which the number of TV sets in the hands of the public increased from 5,315,167, in April, 1950, to 11,818,000 in April, 1951.

Flanked by their advertising agency, Benton & Bowles, the AAR officials who direct this continuing contact with the public have a number of serious problems to discuss with their listener friends.

Emphasis is placed on the essentiality of railroads to the nation's industrial and commercial welfare as weekly commercials are prepared. AAR likes to tell the public that no other method of transportation can perform the vast job of moving America's goods and people so efficiently and at such low average cost.

HONORING his 20th year in radio, Jack Beauvais (r), chief continuity editor at WEEI Boston, receives the traditional gold watch from Harvey J. Struthers, WEEI general manager. Mr. Beauvais started as a singer at WEEI in 1931, and several years later switched to writing. He becomes the 14th member of WEEI's 20-year contingent.

They're proud of the fact that they have a million small stockholders and 1¼ million employes. They're eager to let listeners know that a $1¼ billion expansion program is under way this year including 10,000 new freight cars a month to keep America's mobilization moving along at full speed.

All these facts, and many more, the railroads are telling the nation.

Results from this institutional type of promotion aren't measured like sales of $5.95 fitted nylon slips at Macy's. But railroad officials point out that there is a better public understanding and a more friendly public attitude in contrast to the hostility that prevailed 15 or 20 years ago.

Right now the railroads are working hard to move war goods as well as civilian freight. A substantial increase in traffic has come with the Korean crisis and the rearmament program, but rising cost of materials and wage boosts are making it difficult for carriers to meet expenses, pay a dividend to stockholders who own the facilities and finance improvements.

Uses Sales Pitch For Vacations

While most of the *Railroad Hour* messages deal on an institutional basis with problems of this sort, the AAR inches into the sales field during the summer months by urging the public to take vacational trips by rail.

One of the important factors in putting over the radio program is the promotion put behind it. Benton & Bowles handles much of the basic promotion. NBC is putting a lot of promotional effort behind the series. Finally, the carrier members of AAR utilize their employe magazines, bulletin boards and similar facilities to remind workers and riders alike that the *Railroad Hour* is heard on NBC at 8 p.m. every Monday.

A new element has appeared in the latest mail offer by AAR. There is an increased proportion of women who wrote for the free booklet. The 1951 mail pull consisted of 63.3% women, 22.9% men, 12.6% children and 1.2% unidentified. In 1950, on the other hand, the ratio was 61.40% men, 32.33% women, 5.86% children and .41% unidentified.

AAR does not see in this ratio a change in the composition of its audience. It recognizes that the souvenir booklet, with program and talent material, might have special appeal to women. Anyhow, AAR is glad to know its advertising is appealing to women, supporting its other public advertising messages. Thus a new avenue to the feminine audience has appeared.

There's another angle to the AAR mailbag that encourages those who are telling the railroad story to the public. That's the trouble listeners go to as they volunteer comment on the program. No effort whatever is made by AAR to solicit comments, yet 29,384 or one out of four requests, included commentaries. Last year 18% commented with 15% volunteering opinions the year before.

Of the 29,384 comments, only seven were "unfavorable" with another 32 "mixed."

Only 706 Requests Sent Incorrectly

Perhaps the most startling discovery of all the facts turned up in AAR's analysis was the small number of requests sent incorrectly to radio stations. The combined total of requests sent to radio stations and those received by telephone was only 706.

AAR is watching closely its current summer experiment in which original adaptations of favorite tales are narrated with musical background, a departure from the operetta-musical comedy format of the fall-winter-spring season. Should the idea click, similar programs may be dovetailed into the nine-month series opening in September.

In any case, AAR can be depended on to stick to its highly successful format based on the appealing tales and tuneful scores of light operas and lighter musical shows. For two successive years the *Railroad Hour* has started off NBC's Monday evening musical schedule and now the third NBC season is about to start.

If precedent has any value, 13 railroads with $30 billion in equipment and property will continue to create better understanding of their problems as they meet each Monday evening, in the homes of four million friendly families.

MACK D. MORTON, Atlanta, Ga., has been named "Stockholder of the Year" by Motorola Inc., Chicago.

CLEVELAND'S *Chief* STATION • WJW • CLEVELAND'S *Strongest* SIGNAL • WJW • CLEVELAND'S *Chief* STATION

Chief Says:

"Chief's local business sure is booming,
Let Cleveland merchants tell you why:
Their spot campaigns send sales a-zooming;
Chief Station's shows sure make folks BUY!"

LOCAL BIZ TRIPLED

Take your tip from *local* sponsors. They know Cleveland —they demand results. Since February, local business has *tripled* on WJW —Cleveland's only network station with net-calibre daytime *local programming*.

CLEVELAND'S *Chief* STATION

WJW

5000 W. WJW BUILDING — BASIC ABC CLEVELAND 15, OHIO

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.

BBC Greets NBC

HANDS ACROSS the sea were raised in anniversary greeting to NBC by Sir William J. Haley, director-general of the British Broadcasting Corp., fortnight ago. Joseph H. McConnell, NBC president, received a radiogram from the BBC head reading: "Most cordial greetings from the BBC for NBC's Jubilee. Your colleagues in Great Britain wish you continued success in the service of broadcasting."

APRA WORKSHOP

'Sell America' Is Theme

SELLING American public relations on an international scale through use of radio, films, pamphlets and other media keynoted a one-day summer workshop session of the American Public Relations Assn., held at the Willard Hotel in Washington last Monday.

A panel of media experts supplemented an official Dept. of State presentation of Voice recordings and newsreels with a critique and evaluation of the U. S. information campaign abroad. Industry view was given by Ralph Hardy, NARTB government relations director, in a discussion period which also included Joseph C. Harsch, *Christian Science Monitor*, and Dr. Paul Douglass, president, American U.

Media views followed radio and film samples of State Dept. information output showing Soviet propaganda technique and what the Voice of America and other U. S. services are doing in the Campaign of Truth. New series, *Voices of America*, evolved in cooperation with MBS, which solicits letters from Americans for overseas listeners, and recorded by the VOA also was described. Examples of Russian jamming also were played. Presentation was directed by Charles Hulten, outgoing general manager of the State Dept.'s information and educational program.

National Nielsen Ratings*
Top Radio Programs
(Total U. S. Area, Including Small-Town, Farm and Urban Homes and including Telephone and Non-Telephone Homes)
EXTRA-WEEK—June 10-16, 1951
EVENING, ONCE-A-WEEK

Current Rank	Program	Current Rating Homes %
1	Lux Radio Theatre (CBS)	13.3
2	My Friend Irma (CBS)	10.0
3	Walter Winchell (ABC)	9.0
4	Bob Hawk (CBS)	8.9
5	Life With Luigi (CBS)	8.8
6	Big Story (NBC)	8.7
7	You Bet Your Life (NBC)	8.5
8	Godfrey's Talent Scouts (CBS)	8.5
9	Suspense (CBS)	8.3
10	Dragnet (NBC)	8.0

Note: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 41,-910,000—the 1951 estimate of Total United States Radio Homes.
(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.
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BARNARD NAMED

Gets Hulten's Voice Post

APPOINTMENT of Thurman L. Barnard, former advertising agency executive, as acting general manager of the International Information & Educational Exchange program, succeeding Charles M. Hulten, was announced by the Dept. of State last Monday.

Mr. Hulten, who has administered the Voice of America and other U. S. activities since Jan. 4, 1950, was named chief European representative for the information and educational program. Headquarters in Paris, he will concentrate on the initiation of new operations in Europe.

Mr. Barnard formerly was executive vice president of Compton Advertising Inc., New York, and also director of the agency's plans board and a member of its board of directors. Since March 19, he has been serving as special projects deputy to Edward W. Barrett, Assistant Secretary of State for Public Affairs.

Both Messrs. Barnard and Hulten held directors posts in the Office of War Information during World War II. Mr. Barnard was executive director of OWI's overseas branch, while Mr. Hulten held the post of assistant director. Later Mr. Hulten served as both assistant and deputy director of the State Dept.'s Office of International Information.

Mr. Barnard joined N. W. Ayer & Son in 1920, remaining with the agency until 1943 as vice president and manager of its Detroit office. Mr. Hulten began his government career in 1942 after service on western newspapers and teaching journalism at Oregon and Stanford universities.

PULSE RATINGS

Benny Leads Top 25 Shows

JACK BENNY, with an average rating of 13.9, led the top 25 network radio programs in the January-June multi-market radio Pulse survey released last week.

Following are the Pulse ratings for the 25 programs during the 6-month period:

	Av. Rating
Jack Benny	13.9
Lux Radio Theatre	12.1
Amos 'n' Andy	11.2
Edgar Bergen	11.2
Walter Winchell	10.6
My Friend Irma	10.0
Bob Hope	9.6
Arthur Godfrey (M-F)	9.4
Fibber McGee & Molly	9.3
Godfrey's Talent Scouts	9.3
You Bet Your Life	9.3
Mr. District Attorney	9.2
Suspense	8.6
Big Town	8.4
FBI in Peace and War	8.4
Hallmark Playhouse	8.4
Red Skelton	8.4
Life with Luigi	8.3
Bing Crosby	8.2
Mr. and Mrs. North	8.2
Mystery Theatre	8.2
Big Story	8.1
Dr. Christian	8.0
Mr. Keen	8.0
Life of Riley	7.6
Mr. Chameleon	7.6

RCA TUBES

The standard of comparison

A full line of mercury-vapor rectifiers* from one dependable source

RCA Tube Distributors are conveniently located in all principal cities of the U.S. . . . and are the *top distributors* in their territories. Look to your local RCA Tube Distributors for efficient service on your broadcast tube requirements.

• • •

***RCA types** 857-B, 869-B, 575-A, 673, 872-A, 8008, 866-A, and 816, mercury-vapor rectifiers are *built for continuous-duty service.* Low-cost operation and long trouble-free service are basic features of all RCA mercury-vapor rectifiers.

RCA RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N.J.

front office

G. F. ALBRIGHT, part owner and general manager WKBV Richmond, Ind., appointed general manager WNAO Raleigh, N. C. Mr. Albright was with WKBV for seven years, and prior to that with WIRE for eight years.

Mr. Albright

LIONEL F. BAXTER, manager of operations and program director Voice of Alabama Inc. (WAPI, WAFM (FM) and WAFM(TV) Birmingham), appointed director of sales, programming and operations for WAPI and WAFM(FM). **C. P. PERSONS Jr.**, sales manager for the three stations, to handle sales for WAFM(TV). Changes were announced by **THAD HOLT**, president, treasurer and general manager of Voice of Alabama.

HERBERT SCOTT, commercial manager WARD Johnstown, Pa., to WPAZ Pottstown, Pa., as co-owner and general manager.

DOUGLAS FLEMING, merchandising manager WOAI-AM-TV San Antonio, transferred to radio sales department. **PAUL ADAMS Jr.**, sales service staff, succeeds Mr. Fleming as merchandising manager.

HIL F. BEST, Detroit, appointed national representative for WVCG Coral Gables, Fla.

ROBERT C. HITCHINS, public relations director National Industrial Advertisers Assn., to network radio advertising and promotion dept. NBC as sales presentation writer. He was with WNAO Raleigh, N. C., and WEEK Peoria, Ill.

J. DAVID RUTLEDGE, Lannan & Sanders, Dallas advertising agency, to Dallas sales staff Katz Agency, station representative firm.

JOHN C. COOPER Jr., commercial manager WTBC Tuscaloosa, Al named general manager Opelika-Auburn Broadcasti Co. (WJHO Opelika, Ala.).

Mr. Cooper

HENRY J. OPPERMAN, assistant advertising ma ager Falstaff Brewing Corp., St. Louis, to ABC T network sales department, as account executive.

H. NEEDHAM SMITH, account executive WS Cincinnati, appointed account executive WBNS-T Columbus.

TRACY MOORE & ASSOC., Hollywood, appointed re resentatives for KBIS Bakersfield, Calif.

ROWLAND WESCOTT, production department NBC Hollywood, KNBH(TV) Hollywood, as account executive. He replaces **ROBE HUMPHREY**, now with Foote, Cone & Belding, L. A.

ADAM J. YOUNG, N. Y., appointed as representative for KTRM Bea mont, Tex., effective July 15.

HAL HOLMAN Co., Chicago, named national representative for WJ Joliet, Ill.

Personals . . .

PAUL W. MORENCY, vice president and general manager WTIC Har ford, appointed to State Civil Defense Advisory Council. . . . **RICHAR K. BLACKBURN**, assistant manager and technical engineer WTI Hartford, Conn., appointed to Civil Defense Aviation Advisory Counc . . . **TOM COMPERE**, attorney NBC Chicago, is on active duty for tw weeks with U. S. Army Reserve at Camp McCoy, Wis. A lieutena colonel, Mr. Compere commands 337th infantry regiment of 85th divisi and is in charge of all recruit training. . . .

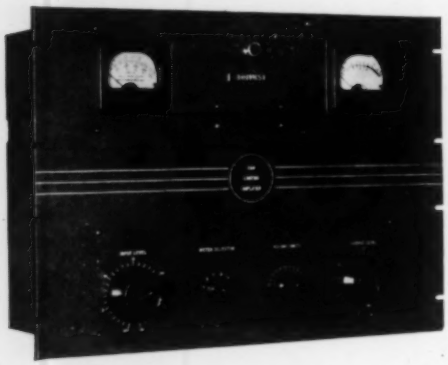
ERNEST FELIX, acting general manager ABC Western Division, elect to board of directors Hollywood Chamber of Commerce. Also on boa are: **JEAN HERSHOLT**, radio-screen star; **SIDNEY N. STROTZ**, form NBC Western Division vice president; **FRANK SAMUELS**, former AB Western Division vice president and now West Coast radio-TV direct William Morris Agency; **RAYMOND R. MORGAN**, president Raymo R. Morgan Co.; **JOHN K. WEST**, NBC Western Division vice presiden **ROBERT J. McANDREWS**, managing director, Southern Californ Broadcasters Assn., and president, Hollywood Ad Club, is an ex-offic director. . . . **HOWARD L. EMICH**, commercial manager WMAM Mari ette, Wis., father of boy, June 21.

FRANK MARTINO, account executive WMTR Morristown, N. J., fath of boy. . . .**LLOYD E. YODER**, general manager KNBC San Francis named member of San Francisco Citizens' Committee for annual mee ing of American Public Health Assn. to be held in San Francisco October. . . .

THAD SANDSTROM, general manager KSEK Pittsburg, Kan., elect to board of directors Chamber of Commerce . . . **MAX M. SAVIT** vice president WCCC Hartford, father of boy, David Harrison . . . **LLOY E. LENARD**, radio sales manager KNOE Monroe, La., elected pre dent Monroe-West Monroe Junior Chamber of Commerce . . . **LOY SIGMON**, vice president and assistant general manager KMPC Holl wood, awarded honorary degree by Milwaukee School of Engineerin Mr. Sigmon addressed the commencement ceremonies.

House Coverage

RADIO-TV coverage of House debates is urged in a new request (H Res 326) introduced in the lower chamber July 13 by Rep. John Jarman (D-Okla.). His House resolution would permit broadcasts and telecasts of proceedings by amending a House rule. It would also set up a special gallery in the House to accommodate radio-TV reporters engaged in this coverage. A standing committee "of Television and Radio Reports," directed and controlled by the House Speaker would supervise the gallery.



Collins 26W-1 Limiting Amplifier

In AM transmitter applications the 26W-1 limiting amplifier limits loud audio passages, thus preventing overmodulation and the accompanying distortion and adjacent channel interference. This limiting action permits a higher average modulation level, and consequently a stronger transmitted signal.

In FM applications the 26W-1 prevents excessive transmitter swing, which produces distortion at the receiver due to the inability of the average discriminator to handle frequency swings greater than 150 kc. In FM systems, wide range audio makes such distortion extremely noticeable.

Write your nearest Collins office for further information.

FOR BROADCAST QUALITY, IT'S . . .

COLLINS RADIO COMPANY

Cedar Rapids, Iowa

COLLINS

11 W. 42nd St. NEW YORK 18 | 2700 W. Olive Ave. BURBANK | 1937 Irving Blvd. DALLAS 2 | Dogwood Road Fountain City KNOXVILLE

GREENVILLE is SOUTH CAROLINA'S LARGES METROPOLITAN AREA . . .

In EMPLOYMENT

GREENVILLE	45,964
Columbia	26,634
Charleston	23,217

S. C. Emp. Sec. Com., 1950

MAKE IT YOURS WITH WFBC 5000 WATTS

NBC For the Greenville-Anderson Spartanburg Markets

Represented by Avery-Knodel

TO CITE WOMEN BROADCASTERS

'McCall's' Announces Public Service Awards

PUBLIC SERVICE achievements of women in American broadcasting —radio and television—will be recognized by a new series of annual awards announced last week by *McCall's* magazine.

Seven awards will be presented each year: Three to women broadcasters, who are defined as women "who appear before camera and microphone"; three to women executives, "who concieve, prepare and are instrumental in presenting public service programs or projects," and one special award for outstanding public service of any nature which may be won by either a broadcaster or executive.

McCall's also will present citations to the stations or networks represented by the winners of the executives' awards for making the work of these women executives possible.

"All awards," *McCall's* stated, "will be made on the basis of public service by a woman to her community or nation, regardless of station or community size." The awards will be made on the worth of the woman's idea and its value to her community, not on the calibre of performance or technical perfection.

Awards to women appearing on the air will be made for outstanding public service to a community based on a subject of general community importance; for outstanding public service to women and for outstanding public service to children. Three similar awards will be made to women broadcasting executives. The seventh award for the best public service job of any category may be presented to either a broadcaster or an executive.

Awards will be based on evidence of performance submitted by or on behalf of the women entering the contest. Original awards covering programs or projects broadcast between Sept. 1, 1950, and Aug. 31, 1951, will be announced in *McCall's* and presented at the 1952 AWART convention. Contest information and entry blanks may be obtained from Frank Hogan, charge of media relations, *McCall's* 230 Park Ave., New York 17, N. Y.

On All Accounts

(Continued from page 10)

Skilsaw. A specialist in cataloging, he later "classified everything in the Navy" as a lieutenant in the supply corps.

He served two years, and after his return to the agency in 1946 worked in the new business department, sheperded *Encyclodaedia Britannica* and Britannica Films and somehow wangled the task of putting the company's pension plan into effect.

His Accounts

He now supervises Manor House coffee and Stopette, both large users of broadcast media. Stopette buys *What's My Line?* on CBS-TV and Manor House has *Stud's Place*, an ABC co-op, on WENR-TV Chicago and *Who Said That?*, an NBC co-op, in five markets.

The McKinneys (she is the former Katherine Hughes of Oak Park, Ill.) and their youngsters, Jane Margaret, 9, and William Montgomery, 1½, live in suburban Winnetka. Mr. McKinney, who is chairman of the Community Chest drive there, has just finished building an office in his basement, and is concentrating now on hand-installing a bluestone terrace.

Avco Arranges V-Loan

AVCO Mfg. Co. completed arrangements with a group of banks last week for a V-loan credit of $50 million and an additional unsecured credit line in the amount of $20 million, to be used to finance defense contracts for production of a wide range of electronic equipment, tank and aircraft engines, and airframe components. Federal Reserve bank officials said it was the largest V-loan credit yet processed through the New York Federal Reserve Bank and the second largest authorized in any Reserve district.

IT'S A HABIT!

For 24 years, farmers in Kansas and nearby states have turned to WIBW for dependable service and preferred entertainment.

WIBW The Voice of Kansas in TOPEKA

Advertisement

From where I sit *by* Joe Marsh

A Big Boost For Smitty!

Stepped into Smith's Department Store the other noon and saw the strangest thing. "Sis" Davis was coming up the stairs from the basement with a bundle of wash.

"Is Smitty taking in washing these days?" I asked. "Not quite," she says. "He's just put in a new automatic washing machine, so the girls who work here can get their laundry done while they're eating lunch. Means more time to relax at night and on weekends."

I thought what a swell boss Smitty must be. Human relations between the boss and employees have certainly taken a big step forward during my lifetime.

From where I sit, people seem to be doing a better job of seeing our neighbor's viewpoint these days. Though his ideas and tastes may not be ours, we can understand his preference for a certain breakfast cereal, a favorite movie star, or for a temperate glass of beer or ale. That's the way it should be in a free country.

Joe Marsh

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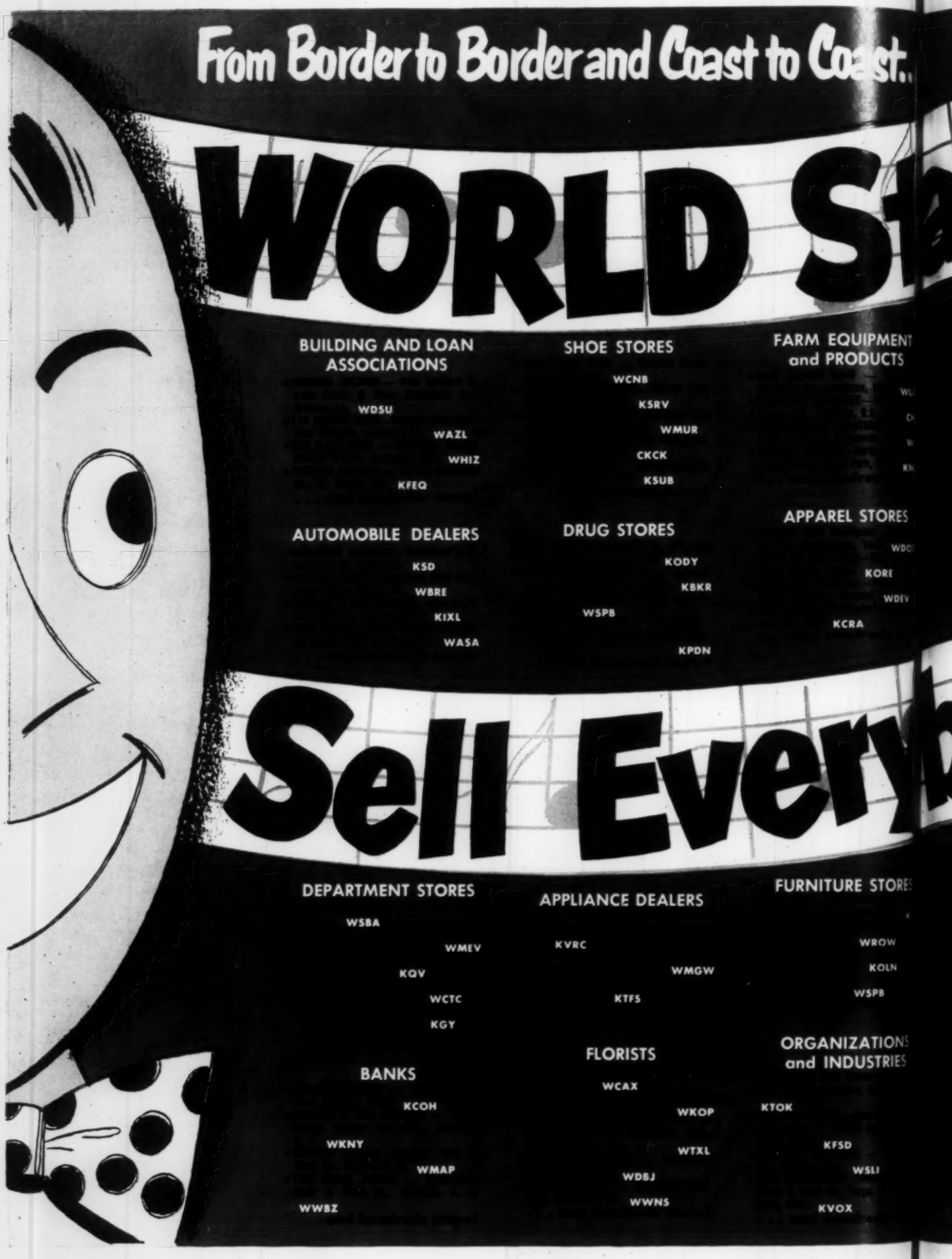
From Border to Border and Coast to Coast..
WORLD St
BUILDING AND LOAN ASSOCIATIONS
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CKCK
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WASA
DRUG STORES
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DEPARTMENT STORES
WSBA
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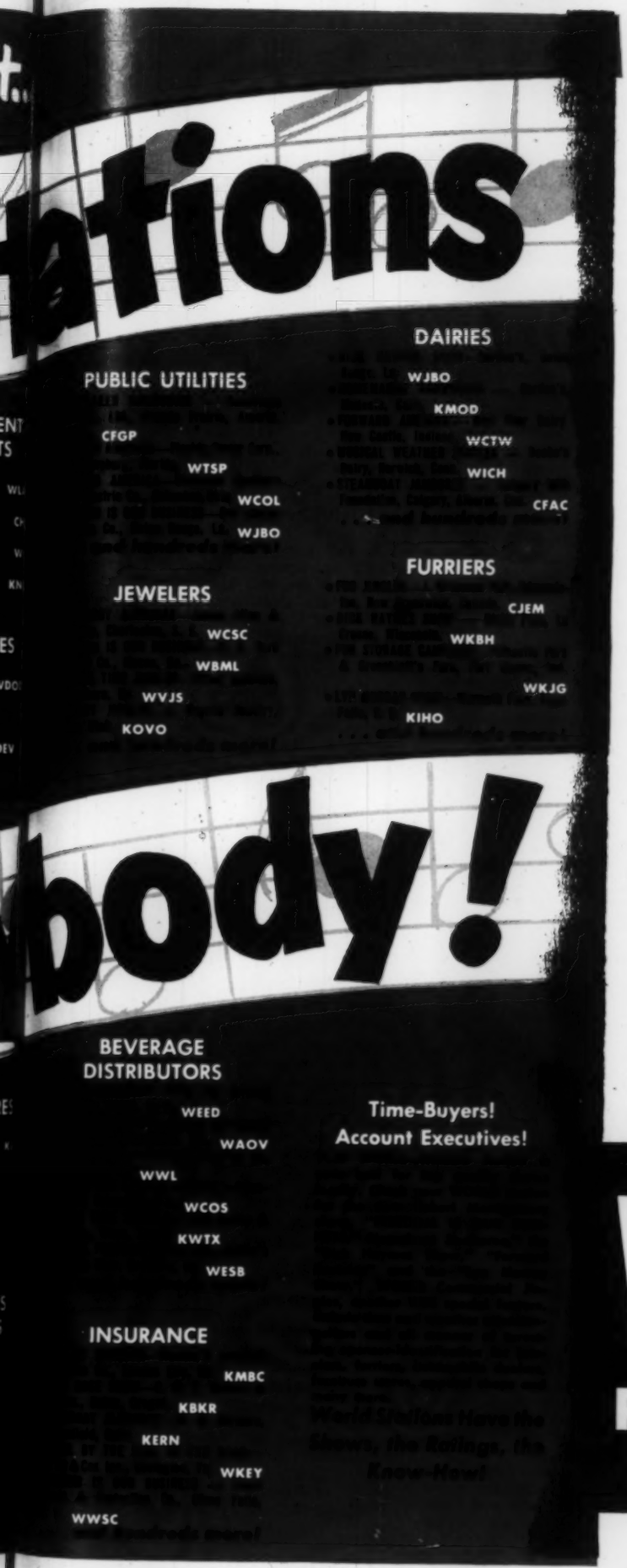


Week After Week World-Affiliates Report Long-Term Money-Making Contracts With WORLD's Ever-Growing Features and Over 42 Special Campaigns... Backed by Powerful World-Planned Sales Helps!

WORLD

PROGRAM SERVICE

WORLD BROADCASTING SYSTEM, INC.
488 Madison Avenue, New York 22, New York

editorial

Levelling on Local

A BROADCASTING Trends reported in this issue, shows that local advertisers are increasing their spending on radio stations of all sizes in markets with and without TV.

We think that is the healthiest sign we've recently seen in radio. If anybody knows the sales-producing value of a medium, it is the local retailer who can count the customers that his advertising brings to his door.

In view of the increased spending in radio by local businessmen, it is hard to understand why, according to our survey, some national advertisers seem to be cautious about investing in radio, particularly in TV cities.

Their caution is even harder to explain when one of them, the Assn. of American Railroads, reports that it is having more measurable success with its network radio program this year than it did when the TV audience was less than half its present size. A full report of this success is also in this issue.

Maybe the national advertisers who are hanging back, waiting for radio to go away, haven't been in touch with the local merchants who sell their products. The local merchants don't seem to think it has gone away, or if it has, it must be delivering all those customers by some sort of spiritualism.

Port in the FM Storm

THE AVERAGE reader of this journal is aware of the storm of violent intensity brewing over the future of FM. We do not claim that we provoked this intentionally when we ran two editorials expounding on unused spectrum space allotted to FM.

The widespread reaction gives encouragement that the old FM enthusiasm, quiescent in recent months, has reasserted itself. For more than a month, our OPEN MIKE department has rung with the opposition of FM zealots. In this issue we have a story summarizing still other comments in this vein.

Chairman Coy was even called upon. He made an announcement "by direction of the Commission" denying that it was considering the diversion of any part of the FM band to TV or any other services. This statement is quite correct as far as *formal* Commission consideration is concerned, but it was silent on the matter of informal discussions among Commissioners and staff.

Whatever the motivation, this revival of interest should not be permitted to peter out. FM partisans express lively hopes for the future. The mere expression of hope is not enough. Something has to be added: In this case, exploitation, action and selling. Some FM broadcasters contend there are not enough sets being manufactured. The manufacturers argue there's a surplus in the warehouses. Manufacturers aren't disposed to ignore a ready market, if they know it exists. It's up to the FM'ers to help create it.

If they served no other purpose, our editorials put a lot of FM operators into a fighting mood. Exactly that mood is needed to kick off an invigorated campaign. But there must be a plan. There must be scope and direction.

Most FM broadcasters are weary of special committees and organizations. They have had several, which just faded away because of lack of interest and financial support.

We suggest that the all-out FM broadcasters channel their energies in the direction of the reorganized NARTB, which within the last month used its good offices in the direction of coping with the FM set situation. To get a result, however, enough FM operators must back their enthusiasm with deed and some modicum of money. The organization is there —to serve all the broadcast media.

If the determination and aggressiveness evidenced in those letters to the editor were fused into a movement to get the NARTB really rolling in FM, we think a positive program for FM development could be created and carried to fruition.

Public Service Saga

BROADCASTERS along the routes of the churning Missouri, Kaw and Mississippi rivers were busy last week. They were too busy to tell the story of their role in combatting one of the most devasting floods in Midwest history. They were busy working around the clock with relief authorities and in keeping transmitters on the air to instruct the public and workers alike in giving aid to the homeless, in saving lives and salvaging property.

Later, when the flood-waters have subsided, the story of radio's newest saga of public service will be told. It will be a story reminiscent of the Spring of 1937 when radio came to the rescue in the Ohio-Mississippi flood areas. It will be a story of radio better equipped for the task, with auxiliary power supplies and mobile units, with transit radio and television. There will be stories of heroism, danger and personal privation. Some as reported in this issue already are filtering through.

Radio knew its role. The Civil Defense planning of recent months did not envisage the Missouri-Kaw-Mississippi flood. Something even more sinister motivates that planning. But the lessons learned were useful. Civil Defense Director Ray Moulton of Kansas City is authority for the statement that radio alone is responsible for forestalling an even greater tragedy.

In those 30 years that have elapsed since radio's birth it has established one great tradition above all others. That is its magnificent performance in time of human need.

DuMont: Matchmaker

IT MADE a lot of sense for eight TV set manufacturers to split the tab for the DuMont telecast of the Charles-Walcott fight last Wednesday.

Certainly no element of the telecasting industry has a bigger stake in restoring big-time boxing to *broadcast* television than the people who make the sets which the public has been buying in the expectation of seeing popular sports in its homes.

Obviously the eight manufacturers were persuaded to cooperate in sponsoring this event because theatrical TV was beginning to show signs of wishing to monopolize big events. We believe that the price of a receiving set ought to be the total admission charge to all televised sports, and we commend the manufacturers for outbidding the theatres in this instance.

It's the kind of thing that ought to extend into all types of TV programming. For it is programming that sells television sets, just as it is good programming that builds audiences for advertisers. The opportunity for close cooperation between manufacturers and telecasters must not be ignored. After all, they're in the same business.

our respects to:

VERL DeCHRISTA BRATTON

AUTHOR, musician, vocalist and broadcaster, that's Verl Bratton, executive vice president and general manager of WKTY La Crosse, Wis., who this month is celebrating his 25th year in radio.

At 44, Mr. Bratton is one of the youngest members of the Radio Pioneers.

In addition to the above attributes, Mr. Bratton can make the unusual claim of being one of the few men in radio management who is a former union official.

This occurred shortly after he was made general manager of WREN, then in Lawrence, now in Topeka, Kan. Mr. Bratton was approached by opposing factions of Local 512, American Federation of Musicians, with the unanimous request that he accept the presidency of the local.

Such an arrangement, they said, would "provide the only unbiased leadership" agreeable to the otherwise dispute-laden membership. Mr. Bratton, while a former practicing musician, had not taken part in union activities for years, but he accepted the presidency, and was re-elected to the post five times.

Most of Mr. Bratton's life has been spent in Kansas, his native state. He was born April 18, 1907, in Lawrence, and attended grammar and high schools there. He has a middle name, DeChrista, but he hasn't used it, or a middle initial, for a quarter of a century.

He and his brother, Karl, sang professionally even while in junior high school. Later they appeared on stages throughout the southwest, touring in a Model T. Verl handled the guitar-playing half of the team. Karl is now director of the U. of New Hampshire's School of Music.

Studying liberal arts at the U. of Kansas, Mr. Bratton also managed to continue his singing over WREN. In 1929, radio took him to Hollywood. There, on the music staff of KFWB Los Angeles, he worked with such entertainers as the Boswell Sisters and Tom Breneman.

While singing over the radio, he became more and more interested in the management side of broadcasting. He finally decided to make it his business career, and in 1932 he returned to WREN as an announcer, determined to learn broadcasting thoroughly.

He filled such posts as news editor, chief announcer, program director, salesman and sales manager, all of which resulted in his appointment as the station's general manager in April 1932. In 1933, he was graduated from the U. of Kansas, with a B.M.E. degree.

Joining the Lee Syndicate for radio stations

(Continued on page 50)

LISTENING

WHILE THEY WORK

The habit of listening is a natural outlet for the women of the Southwest. More than a *million* of them tune in Gloria Swanson, Julie Benell and Mary Margaret McBride *before* making out their shopping lists!

A sales message on foods, cleaning products or toiletries falls on an attentive ear if heard while the listener is doing her housework or giving herself a facial!

When the top-three homemaking commentators in radio *tell it they sell it on WFAA!*

WFAA 570 5,000 WATTS • ABC • TQN

RADIO SERVICE OF THE DALLAS MORNING NEWS • MARTIN B. CAMPBELL, GENERAL MANAGER • EDWARD PETRY & CO., REPRESENTATIVES

Respects

(Continued from page 48)

and newspapers in 1949, Mr. Bratton was elected vice president and general manager of WKTY at the time of its purchase by the *La Crosse Tribune* two years ago.

During the two years the station has been under his management, Mr. Bratton has eliminated much of the overwhelming hill-billy flavor which once characterized its program structure.

A firm exponent of block or "patterned" programming and detailed promotional and merchandising services to advertisers, Mr. Bratton substantiates his beliefs by pointing to the 205% audience gain for his station in less than two years.

Stresses Local Service

"We've gone in heavily for community service, too," Mr. Bratton says. "Not just in La Crosse, but in towns and villages throughout our basic coverage area. And on 580 kc (with 1 kw), a station has lots of basic coverage."

WKTY special events crews scour the area with portable tape equipment to make pickups flavored for a community appeal.

"It's community service on this level that brings in new listeners and cements the loyalty of regulars," Mr. Bratton says. "It's no wonder that town and rural authorities throughout our area telephone our station when winter blizzards close classrooms. We get such emergency information on the air 'right now' and often, and it pays off well in listener loyalty that gives radio real responsibility . . . and something solid to sell."

Although Mr. Bratton is quite happy in the management end of broadcasting, there is still a touch of show business nostalgia in his heart. He is an amateur song writer, and can still draw a passable tune from a piano, guitar, banjo, mandolin, clarinet and vibraharp.

That side now, however, only shows itself socially, and frequently at his home. Mr. Bratton married his hometown sweetheart, the former Esther Kuhn, 17 years ago. With her, he shares an intense interest in home movies.

He is an active Kiwanian, a member of the Elks, Phi Mu Alpha and still finds time to take part in civic affairs.

To self-appointed critics prone to carp at the alleged "lousy" radio programs supposedly occupying the air these days, Mr. Bratton offers this comment: "A 'lousy' program is one that you yourself don't like. It may conceivably bring a bit of added pleasure into the lives of many of its listeners; and if it does, it can't be all bad whether it's a gang of hill-billies or a gang of opera singers!

"If broadcasting can accomplish no more than to help dispel some of our everyday worries, it would still be worth every bit of effort."

Advertising is bought by the **group** of executives who plan **marketing** strategy and tactics.

Printers' Ink is read by the whole marketing group of advertising, management, sales and agency executives who are the leading **buyers of advertising.**

CRIME PROBES

Radio-TV Coverage Planned

RADIO-TV probably will be carrying the Senate Crime Investigating Committee hearings periodically until the unit expires Sept. 1, with possibly a windup series of "spectacular" sessions held in New York City soon after Aug. 1, it was indicated in Washington last week.

Radio-TV coverage plans were underway as the committee opened a hearing in Washington Thursday with a shift to Atlantic City scheduled later in the week. The committee was to hold another hearing in the nation's capital today (Monday).

It was said the New York hearings would dig into links between the criminal world and politics again, thus assuring radio-TV audiences, if hearings are carried, a repetition of the fare which made the committee famous and a household topic in the nation last March.

Policy, since the committee has been under the chairmanship of Sen. Herbert R. O'Conor (D-Md.), is to rule out commercial sponsorship of the hearings. There has been no indications of any committee turnabout on this point.

AS result of its recent all-out membership drive, Academy of Television Arts & Sciences, Los Angeles, has announced that 374 new members representing several phases of television industry have joined organization.

CIVIL DEFENSE ROLE

FCDA Describes Radio's Function

THE ROLE of broadcasting stations in the operating procedure of civil defense control centers is touched on in a manual prepared by the Federal Civil Defense Administration for the guidance of state authorities.

A model layout suggests that each control center transmitter be supplemented with special receiving equipment to receive subaudible radio attack warnings piped through regular broadcast stations. A second function would be to monitor the transmissions of local stations.

"It is expected that broadcasting stations will be grouped and transmit the same program, so monitoring will be relatively simple," FCDA observed. Simultaneous transmission of the same program, involving a number of stations, is part of the joint FCC-Air Force operational plan outlined to broadcasters earlier this year [BROADCASTING • TELECASTING, April 23, March 26].

Under the proposal drafted by the Dept. of Defense over recent years, local civil defense personnel would be alerted to imminent air attack through coded signals transmitted, without the knowledge of station personnel, over radio facilities.

"Unless rapid, effective communication is maintained within local civil defense organizations, and with state and federal authorities, civil defense machinery will not be able to function properly when needed," FCDA warns. Communication already has been described as the "nerve system" of civil defense by the President and other top government officials.

Also included in the interim layout is a diagram of the municipal control center, with mention of a "key radio station" in each area. Under the FCC plan, stations may elect to enter the operational system with modification of equipment.

According to the FCDA control center guide, six small transmitters would be used to communicate with warden command posts, with mobile teams and with other units furnished by the Radio Amateur Civil Emergency Service, for which FCC designated frequencies last January.

FCDA hopes to issue its detailed communications or technical manual, spelling out broadcasting functions, later this summer. The booklet will implement the President's Master Civil Defense plan, disclosed last September.

FIDELITY SYSTEM

Expansion Announced

EXPANSION of the Fidelity Broadcasting System has been announced. FBS, which began operation last February, now numbers 30 stations in Florida and Georgia.

The network, a regional system of home-town stations, is under the direction of Executive Vice President Ralph Houston, longtime radio sales executive. Home offices and studios are in the FBS Bldg., Jacksonville, Fla.

President of the corporation is Harlow Barnett Jr., of Florida's Barnett banking family. A continuing study of market areas in Florida, Georgia and Alabama is being made by the Crisp & Harrison Adv. Agency, Jacksonville, with the aim of broadening coverage of the home-town radio network throughout the south.

Programming is on an 18-hour basis. Rate Card No. 1 (revised) lists one hour, one time, as Class A (6-10:30 p.m.), $1,650; Class B (7 a.m. to 6. p.m.) $1,500, and Class C (6-7 a.m.) $1,350. These rates became effective July 1.

Affiliates of FBS are listed (all Florida unless otherwise designated): WRHC and WIVY Jacksonville; WJVB Jacksonville Beach; WWPF Palatka; WGGG Gainesville; WFOY St. Augustine; WDSR Lake City; WNER Live Oak; WIPC Lake Wales; WROD Daytona; WCNH Quincy; WFWF Key West; WEAR Pensacola; WINZ Miami; WEAT Lake Worth; WTNT Tallahassee; WLOF Orlando; WLBE Leesburg; WALT Tampa; WSPB Sarasota; WLAK Lakeland; WCLE Clearwater; WMMB Melbourne; WIRK W. Palm Beach; WPLA Plant City; WSIR Winter Haven; WPCF Panama City; WJCM Sebring; WAYX Waycross, Ga., and WMOG, Brunswick, Ga.

SUMMER SPONSORS

Radio Retaining 95%

ALMOST 95% of present radio network sponsors and 87% of the TV network advertisers are retaining all or a part of their network time during the summer, the *FACTuary* published by Executives Radio-TV Service, reported last week.

The report showed complete hiatuses by 18 of 135 network TV sponsors and six of 116 network radio sponsors. On basis of programs, 17 out of 31 vacationing TV shows are being replaced by other sponsored shows, while 7 of 45 vacationing radio programs are being replaced with sponsored shows. A total of 124 sponsored TV network shows and 164 sponsored radio network programs are regularly scheduled during the summer, the report said.

RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Address inquiries to Placement Director

RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 W. 4th St., New York 14, N. Y.

JULY 23, 1951

TELECASTING

A Service of BROADCASTING Newsweekly

TO ALL ADVERTISERS

The thirteen Petry TV stations are your ideal package. Spread from one Coast to the other, from New England to the heart of Texas—they let you use TV in almost every section of the country under different conditions.

And all of these stations do an outstanding job of programming locally for local televiewing tastes.

They all have availabilities suited to your particular product and marketing problem.

WSB-TV . . . . . Atlanta
WBAL-TV . . . . . Baltimore
WNAC-TV . . . . . Boston
WFAA-TV . . . . . Dallas
KPRC-TV . . . . . Houston
KFI-TV . . . . . Los Angeles
WHAS-TV . . . . . Louisville
KSTP-TV . . . M'p'l's-St. Paul
WSM-TV . . . . . Nashville
WTAR-TV . . . . . Norfolk
KPHO-TV . . . . . Phoenix
WOAI-TV . . . . San Antonio
KOTV . . . . . Tulsa

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS

"about Peter Platypus . . ."

With this and many other fascinating stories of childhood, Mrs. Paul Bowermaster of the Lancaster Free Public Library thrills thousands of children Thursday afternoons at 5:15. During this show, the library-book stories are enlivened by slides of illustrations taken from the books. Frequently, too, Librarian Ernest Doershuch appears on the show to explain to children and adults how the Public Library can be used and enjoyed. The mail pull has been gratifying. In addition, another result has been the greatly increased attendance at the Library story-telling hour every Saturday morning, since the inception of the program.

With this, and other community service programs, WGAL-TV strives to broaden, enrich and enliven the daily lives of the people who live in the communities it serves.

WGAL·TV

LANCASTER, PENNA.

A STEINMAN STATION • Clair R. McCollough, Pres.

NBC TV Affiliate

WGAL AM TV FM

Represented by

ROBERT MEEKER ASSOCIATES Chicago • San Francisco • New York • Los Angeles

Order of Appearances For City-by-City Hearing

FOLLOWING is the order of testimony in the event oral hearing is held on FCC's city-by-city TV allocation proposals [BROADCASTING • TELECASTING, July 16].

Even if the oral hearing should be set aside in favor of a "paper" presentation, FCC officials last week pointed out the list will serve as a guide for the preparation and presentation of the city-by-city cases in affidavit form.

The oral hearing is scheduled to commence July 30 if the Commission's proposal for a shortcut procedure—involving the "paper" presentation in lieu of oral testimony—should not be adopted as a result of the pre-hearing conference last Friday (see story at DEADLINE).

The Commission's notice, made public on Tuesday, specified that the first party to be heard will be Allen B. DuMont Labs., which has proposed an alternative national allocation plan to FCC. Following DuMont's evidence will be the parties who have filed opposition to the DuMont comments.

Thereafter FCC will hear evidence from *geographical groups* in the order given below. Grouping is by *location* of the *comments* of the respective parties, which in many cases is not the location of the party itself.

Comments of some parties will be listed in more than one group or state.

First listed within each group are those parties who have filed *counter-proposals* to the FCC's table of city-by-city channel assignments contained in Appendix C of the Third Notice of Further Rule Making (revised allocation plan) issued in late March [BROADCASTING • TELECASTING, March 26 et seq.].

A number has been designated for each party within a group and if the same party appears more than once in the group the same number is used. FCC explained a party in a group will be permitted to give all his testimony at one time even though his name appears more than once. However, where a party is listed in more than one group, testimony will be heard on matters relating to a separate group at different times, the notice said.

Those parties who have filed *oppositions* to the counter-proposals of certain parties are listed directly following the name of the party against whose counter-proposal the opposition is directed. A code of K or KE, plus a number, precedes and identifies each opposition. K identifies all oppositions excepting those pertaining to educational reservation, while KE pertains solely to the latter.

After each counter-proposal and opposition thereto are listed those comments which *support* the assignment table proposed by FCC.

At the end of this large listing will be found a separate listing of the oppositions to counter-proposals, given in order by respective code identification.

OPPOSITION TO DuMONT

K 67 Radio Voice of N. H., Manchester; K 128 WKNE, Keene, N. H.; K 117 WTAG, Worcester; K 126 Outlet Co., Providenee; K 139 Travelers Bcstg. Serv., Hartford; K 148 Greylock Bcstg., Pittsfield, Mass.; K 325 Hampden-Hampshire Corp., Holyoke, Mass.; K 26 Bell Telephone Labs.; K 141 WPIX New York; K 145 NBC; K 196 A. S. Abell Co., Baltimore; K 178 Hearst Radio, Baltimore.

KE 262 Joint Committee on Educational Television; K 17 Tri-City Bcstg., Wheeling; K 119 Ft. Industry, Wheeling; K 289 Community Bcstg., Wheeling; K 133 Greater Huntington Radio, Huntington; K 151 Williamson Bcstg., Williamson, W. Va.; K 194 Crosley Bcstg., Cincinnati, Columbus, Dayton; K 285 Jointly Cleveland Bcstg., United Bcstg., WGAR Bcstg., WJW.

K 286 WSTV Steubenville, Ohio; K 35 Miami Valley Bcstg., Dayton; K 194 Crosley Bcstg., Cincinnati, Columbus, Dayton; K 222 Radio Cincinnati, Cincinnati; K 229 Picture Wave, Columbus, Ohio; K 188 Ashland Bcstg., Ashland, Ky.; K 66 WJIM Lansing, Mich.; K 68 WWJ-TV Detroit.

KE 51 State Bd. of Agriculture, Michigan State College, East Lansing; K 103 Ft. Industry, Toledo; K 104 Adrian Bcstg., Adrian, Mich.; K 254 Adrian Bcstg., Adrian, Mich.; K 244 Trebit Corp., Flint, Mich.; K 287 Community Bcstg., Toledo; KE 308 Goodwill Station, Detroit; K 118 Fetzer Bcstg., Kalamazoo; KE 237 Music Bcstg., Grand Rapids; K 294 Delta Bcstg. Co., Escanaba.

K 60 Johnson-Kennedy Radio, Chicago; K 174 Balaban & Katz, Chicago; KE 259 Lake Bcstg., Gary, Ind.; K 131 WCNT Centralia, Ill.; K 197 Sangamon Valley Tele., Springfield, Ill.; K 250 Journal Co., Milwaukee; K 208 Northwest Bcstg., Fort Dodge, Iowa; K 219 Keokuk Bcstg., Keokuk, Iowa; KE 226 Iowa State College, Ames, Iowa; K 281 Gazette Co., Cedar Rapids.

K 291 KFEQ St. Joseph, Mo.; K 322 Courier-Post Pub., Hannibal, Mo.; K 200 Lincoln Bcstg., Lincoln, Neb.; K 210 Central Williamette Bcstg., Albany, Ore.; K 225 KVOS Bellingham, Wash.; K 71, 280 ABC, San Francisco, Los Angeles; K 296 Radio Diablo, San Francisco.

K 29 Houston Post, Houston; K 4 Lufkin Amusement, Beaumont, Tex.; K 110 Bell Bcstg., Temple, Tex.; K 227 Lack's Stores, Victoria, Tex.; K 273 South Texas Tele., Houston; K 108 Red River Valley Pub., Sherman, Tex.; K 190 Trinity Bcstg., Dallas; K 251 Red River Valley Bcstg., Sherman, Tex.; K 209 Texoma Bcstg., Wichita Falls; K 330 Wichtex Radio & TV, Wichita Falls.

K 14 International Bcstg., Shreveport, La.; K 238 Harold L. Sudbury, Blytheville, Ark; K 283 WSM Nashville; K 12 News-Journal, Daytona Beach; K 132 Ken-Sell Inc., West Palm Beach; K 102 Ft. Industry, Miami; K 195 WJNO West Palm Beach; K 220 Orlando Bcstg., Orlando.

K 73 Georgia Inst. of Tech.; K 72 WJHL Johnson City, Tenn.; K 62 Appalachian Bcstg., Bristol, Va.; K 64 WDOD Chattanooga; K 136 Tri-State Tele., Chattanooga; K 121 WPTF Raleigh, N. C.; K 240 High Point Enterp., High Point, N. C.; K 332 City of Columbia, S. C.; K 339 Palmetto Bcstg., Columbia, S. C.; K 256 Louis H. Peterson, Petersburg, Va.

GEOGRAPHICAL GROUPS

Counter-Proposals and Oppositions Thereto, Plus Support & Opposition to FCC Table

GROUP A

COUNTER PROPOSALS

Lewiston, Me.
1. Travelers Bcstg. Serv., Hartford—K303 Lewiston-Auburn Bcstg.
2. Hartford Times, Hartford.—K155 Lewiston-Auburn Bcstg.
3. Regional TV Corp., Springfield, Mass.—K306 Lewiston-Auburn Bcstg.
4. Hampden - Hampshire Corp. Springfield, Mass.—K305 Lewiston-Auburn Bcstg.
5. CBS, Boston.—K325 Hampden-Hampshire Corp.; K307 Regional TV Corp.

Portland, Me.
5. CBS, Boston.—K325 Hampden-Hampshire Corp.

Augusta, Me.
5. CBS Boston.

Orono, Me.
5. CBS, Boston.

Calais, Me.
5. CBS, Boston.—K325 Hampden-Hampshire Corp.

Lewiston, Me., Montpelier, Vt.
6. Greylock Bcstg. Pittsfield, Mass.—K304 Lewiston-Auburn Bcstg.

SUPPORTS F.C.C.

Orono, Me.
9. University of Maine.

COUNTER PROPOSALS

Hanover, N. H., Rochester, Concord.
7. Dartmouth College Hanover, N.H.—K124 Mid-Hudson Bcstg.

Manchester, N.H., Berlin, Rochester.
8. Matheson Radio, Boston.—K3 Grandview Inc., Manchester, N. H.; K67 Radio Voice of N. H.

Manchester, N. H.
5. CBS, Boston.—K67 Radio Voice of N. H.

SUPPORTS F.C.C.

Manchester, N. H.
10. Grandview Inc.

Durham, N. H.
11. U. of N. H.

COUNTER PROPOSALS

Montpelier, Vt.
1. Travelers Bcstg Serv., Hartford.
2. Hartford Times, Hartford.
3. Regional TV Corp., Springfield, Mass.
4. Hampden - Hampshire Corp., Springfield, Mass.

SUPPORTS F.C.C.

Burlington, Vt.
12. U. of Vt. & State Agricultural College.

GROUP B

COUNTER PROPOSALS

Boston, Springfield, Worcester, New Bedford, Fall River, Barnstable, Brockton.
1. Matheson Radio, Boston.—K117 WTAG; K139 Travelers Bcstg. Serv., Hartford.

Brockton, Mass., Boston.
2. Enterprise Pub. Co., Brockton.—K45 Cowles Bcstg. Co.; K177 Matheson Radio.

Boston
3. CBS, Boston—K117 WTAG; K141 WPIX; K307 Regional TV Corp.

Springfield-Holyoke
4. Regional TV Corp., Springfield.—K139 Travelers Bcstg. Serv. Hartford.
5. Hampden - Hampshire Corp. Springfield-Hoyloke. — K117 WTAG; K139 Travelers Bcstg Serv. Hartford.; K148 WBRK-Greylock Bcstg.; K307 Regional TV Corp.

Worcester, Mass.
6. WTAG — K139 Travelers Bcstg. Serv., Hartford; K325 Hampden-Hampshire Corp.

Lowell, Mass., Springfield, Brockton.
7. Dartmouth College, Hanover, N.H.

Pittsfield, Mass., New London, Conn.
8. Greylock Bcstg., Pittsfield, Mass.—K15 Stromberg-Carlson Co., Rochester; K307 Regional TV Corp.; K313 Buffalo Courier Express; K325 Hampden-Hampshire Corp.

SUPPORTS F.C.C.

Boston.
11. Lowell Inst. Co-op Bcstg. Council.
12. Franklin Technical Institute.
13. Emerson College.

COUNTER PROPOSALS

Providence, R. I.
9. Travelers Bcstg. Serv. Hartford.—K126 Outlet Co.; K325 Hampden-Hampshire Corp.
1. Matheson Radio, Boston.—K126 Outlet Co.
5. Hampden - Hampshire Corp. Springfield, Mass.—K126 Outlet Co.
6. WTAG, Worcester, Mass.—K126 Outlet Co.; K139 Travelers Bcstg. Serv., Hartford; K325 Hampden-Hampshire Corp.
3. CBS, Boston — K126 Outlet Co.; K141 WPIX; K325 Hampden-Hampshire Corp.

SUPPORTS F.C.C.

Providence
14. Superintendent of Schools; 15 Catholic School System; 16 R. I. State Dept. of Educ.; 17 R. I. School for Deaf; 18 R. I. College of Educ.; 19 Providence Bible Inst.; 20 Providence College.
21. Cherry & Webb Bcstg. — K117 WTAG; K139 Travelers Bcstg Serv., Hartford; K325 Hampden-Hampshire Corp.
22. Brown U.—K336 Travelers Bcstg. Serv., Hartford.
23. Outlet Co.—K139 Travelers Bcstg. Serv., Hartford; K325 Hampden-Hampshire Corp.

COUNTER PROPOSALS

Hartford, New London.
9. Travelers Bcstg. Serv., Hartford—K117 WTAG; K148 WBRK—Greylock Bcstg.; K307 Regional TV Corp.; K325 Hampden-Hampshire Corp.

Hartford, New Haven, New London
10. Hartford Times, Hartford—K142 WAVZ New Haven; K194 Matheson Radio, Boston; K307 Regional TV Corp.; K325 Hampden-Hampshire Corp.

Storrs, Conn., Hartford.
1. Matheson Radio, Boston.

New London, Conn.
4. Regional TV Corp., Springfield, Mass.
5. Hampden - Hampshire Corp. Springfield, Mass.

SUPPORTS F.C.C.

Storrs, Conn.
24. U. of Conn.

Hartford.
25. State Dept. of Educ.

New London.
26. Thames Bcstg.—K139 Travelers Bcstg. Serv., Hartford; K307 Regional TV Corp.; K325 Hampden - Hampshire Corp.

New Haven.
27. Conn. Radio Foundation.
28. Elm City Bcstg.—K139 Travelers Bcstg. Serv., Hartford.

GROUP C

COUNTER PROPOSALS

Buffalo, Rochester, New York, Malone, Poughkeepsie
1. U. of State of N. Y.—K 124 Mid-Hudson Bcstrs; K 333 North County Bcstg. Malone, N. Y.

Syracuse
2. WAGE & Onondaga Radio Bcstg., Syracuse—K 91 Clark Assoc., Binghamton; K 201 Brockway Co., Watertown.

Buffalo, Niagara Falls
3. Buffalo Courier Express, WGR, WKBW, Buffalo—K 276 Corning Leader, Corning, N. Y.

Albany, Watertown, Schenectady, Troy
4. Meredith Champlain Tel.—K 193 Troy Bcstg.

Troy, Oneonta
5. Troy Bcstg.—K 273 Meredith Champlain Tel.

Binghamton
6. Binghamton Bcstrs.—K 70 ABC; K 207 Buffalo Courier-Express; K 278 Meredith Syracuse Tel., Syracuse.

Watertown
7. Brockway Co.

Kingston
8. Kingston Bcstg.

Corning
9. Corning Leader—K 235 Buffalo Courier-Express, Buffalo; K 278 Meredith Syracuse Tel., Syracuse.

Ithaca, Buffalo, Rochester, Syracuse, Niagara Falls
10. Cornell U., Ithaca.—K 148 WBRK—Greylock Bcstg.; K 170 Buffalo Courier-Express, WGR & WKBW; K 201 Brockway Co., Watertown; K 202 WBEN Buffalo.

Syracuse, Rochester
11. Greylock Bcstg. Co., Pittsfield, Mass.—K 15 Stromberg-Carlson Co., Rochester; K 313 Buffalo Courier-Express, Buffalo.

Albany, N. Y.
12. CBS—K 139 Travelers Bcstg. Serv., Hartford; K 325 Hampden-Hampshire Corp.

OPPOSES F.C.C.

New York
13. Hearst Radio, Baltimore.

SUPPORTS F.C.C.

Rochester
14. U. of Rochester; 15 Rochester Inst. of Tech.; 16 Rochester Board of Educ.; 17 Veterans Bcstg.; 18 WHEC.

Syracuse
19. LeMoyne College.
20. Syracuse U.

(Continued on page 54)

Hearing Appearances

(Continued from page 53)

Niagara Falls
21. Niagara Falls Gazette Pub.
Albany
22. College of St. Rose.
Troy
23. Troy Lions Club.
Buffalo
24. N. Y. State College for Teachers.
25. D'Youville College.
Albany
26. State U. of N. Y.
Buffalo
27. Supt. of Schools.
28. Board of Educ.; U. of Buffalo, Canisius College.
New York
29. New School for Social Research; 30. Fordham U. and WFUV (FM); 31. N. Y. U.; 32. Board of Educ.; 33. College of City of N. Y.; 34. Barnard College (Columbia U.); 35. Child Education Foundation.
Albany-Schenectady-Troy, Binghamton, Ithaca, Syracuse, Utica-Rome
1. U. of State of N. Y.

GROUP D

COUNTER PROPOSALS

Trenton, N.J., Atlantic City, New Brunswick, Paterson
1. State Dept. of Educ.—K 213 Chanticleer Bstg.; K 282 Neptune Bcstg., Atlantic City; K 292 Trent Bcstg.
Newark, N. J.
2. Bremer Bcstg.—K 141 WPIX.
Jersey City, N. J.
3. N. J. Audio Visual Educ. Assn.
New Brunswick, N. J.
4. Rutgers U.
Newark, N. J.
5. Board of Educ.
Princeton, N. J.
6. Princeton U.
New Brunswick, N. J.
7. Chanticleer Bcstg.

OPPOSITION TO F.C.C.

Newark, N. J.
8. Hearst Radio, Baltimore.

GROUP E

COUNTER PROPOSALS

Lancaster, Pa.
1. Peoples Bcstg.—K 182 WGAL.
Philadelphia
2. Penna. Bcstg.—K 87 Clark Assoc., Binghamton, N. Y.
Reading, Pa., Lebanon
3. Eastern Radio, Reading — K 162 Lebanon Bcstg.
Philadelphia
4. Chamber of Commerce—K 55 Binghamton Bcstrs., Binghamton, N. Y.; K 84 Peoples Bcstg. Co., Lancaster, Pa.; K 150 WJZ-TV WDEL WMAL-TV; K 257 Clark Assoc., Binghamton, N. Y.
5. Daily News Tele.—K 55 Binghamton Bcstrs., Binghamton, N. Y.; K 84 Peoples Bcstg., Lancaster, Pa.; K 150 WJZ-TV WDEL WMAL-TV; K 312 Clark Assoc.
6. City of Phila.—K 55 Binghamton Bcstrs., Binghamton, N. Y.; K 84 Peoples Bcstg., Lancaster; K 150 WJZ-TV WDEL WMAL-TV; K 311 Clark Assoc.
7. Penna. Bcstg.—K 55 Binghamton Bcstrs., Binghamton, N. Y.; K 84 Peoples Bcstg., Lancaster, Pa.; K 145 NBC.
Harrisburg, Pa.
8. Patriot-News Co.
Pottsville, Pa.
9. City of Pottsville et al.
Wilmington, Del.
7. Penna. Bcstg., Phila.; K 200 Elm City Bcstg.
4. Chamber of Commerce, Phila.—K 150 WJZ-TV WDEL WMAL-TV; K 200 Elm City Bcstg.

SUPPORTS F.C.C.

Wilmington, Del.
12. Wilmington Pub. Schools.
13. WDEL.
State College, Pa.
14. Penna. State College.
Philadelphia, Pa.
15. Board of Educ.
16. Franklin Inst..

COUNTER PROPOSALS

Scranton, Pa.
10. Scranton Times.

SUPPORTS F.C.C.

Scranton, Pa.
17. Appalachian Co.
18. School Dist. of Scranton.

OPPOSITION TO F.C.C.

Wilmington, Del.
11. Hearst Radio, Baltimore—K 150 WJZ-TV WDEL WMAL-TV.

GROUP F

COUNTER PROPOSALS

Washington, D. C.
1. U. S. Conf. of Mayors.

OPPOSES F.C.C.

Baltimore
2. Hearst Radio.

SUPPORTS F.C.C.

Baltimore
3. City of Baltimore.
4. Goucher College.
Washington
5. Archdiocese of Washington; 6. Howard U.; 7. George Washington U.; 8. American U.

GROUP G

COUNTER PROPOSALS

Washington, Pa., Wheeling, W. Va.
1. Washington Bcstg., Washington, Pa.—K 40 Tri-City Bcstg.; K 123 The Fort Industry Co.; K 179 WCAE; K 286 WSTV; K 289 Community Bcstg; K 324 Pittsburgh Radio Supply House.
Pittsburgh, Pa., Wheeling, W. Va.
2. Westinghouse Radio Stations—K 37 Ft. Industry; K 39 Tri-City Bcstg; K 194 Crosley Bcstg.; K 286 WSTV; K 289 Community Bcstg.
Pittsburgh, Pa., Wheeling, W. Va., Washington, Pa.
3. WCAE, Pittsburgh—K 37 Ft. Industry; K 42 Tri-City Bcstg.; K 73 WBVP; K 285 Cleveland Bcstg. etc.; K 286 WSTV; K 289 Community Bcstg. Inc.; K 324 Pittsburgh Radio Supply House.
Pittsburgh, Pa., Wheeling, W. Va.
4. Allegheny Bcstg.—K 37 Ft. Industry; K 99 Tri-City Bcstg.; K 194 Crosley Bcstg.; K 286 WSTV; K 289 Community Bcstg.
5. Pittsburgh Radio Supply House—K 37 Ft. Industry; K 43 Tri-City Bcstg.; K 73 WBVP; K 285 Cleveland Bcstg. etc.; K 286 WSTV; K 289 Community Bcstg; K 194 Crosley Bcstg.
6. Chamber of Commerce, Pittsburgh.
Pittsburgh
7. WWSW—K 194 Crosley Bcstg.
8. WGAR WERE WHK WJW Cleveland—K 73 WBVP; K 165 WCAE; K 324 Pittsburgh Radio Supply House.
Altoona, Pa.
9. Gable Bcstg.
Braddock, Pa.
10. Matta Bcstg.—K 24 WWSW Pittsburgh; K 194 Crosley Bcstg.; K 324 Pittsburgh Radio Supply House.
Pittsburgh
11. Tri-City Bcstg., McKeesport, Pa.—K 25 WWSW Pittsburgh; K 169 WCAE; K 324 Pittsburgh Radio Supply House.
Beaver Falls, Pa.
12. WBVP—K 185 WCAE Pittsburgh; K285 Cleveland Bcstg., etc.; K 324 Pittsburgh Radio Supply House.

SUPPORTS F.C.C.

Pittsburgh
15. Board of Educ.; 16. Mount Mercy College; 17. U. of Pittsburgh; 18. Duquesne U.; 19. Carnegie Inst.; 20. Catholic School Board; 21. Pa. College for Women; 22. State Teachers College, Slippery Rock, Pa.; 23. Thiel College, Greenville, Pa.; 24. Geneva College, Beaver Falls, Pa.; 25. State Teachers College, Edinboro, Pa.; 26. St. Vincent College, Latrobe, Pa.; 27. Westminster College, New Wilmington, Pa.; 28. State Teachers College, California, Pa.; 29. W. & J. College, Washington, Pa.; 30. Waynesburg College, Waynesburg, Pa.; 31. City Council, Pittsburgh.
Wheeling, W. Va.
32. Ft. Industry—K 286 WSTV; K 324 Pittsburgh Radio Supply House.
33. Ohio County Board of Educ.
34. Board of Trade, Bellaire, Ohio.

COUNTER PROPOSALS

DuBois, Pa.
8. WGAR WERE WJW WHK Cleveland—K 109 Tri-County Bcstg. Co. K 324 Pittsburgh Radio Supply House.
Wheeling, W. Va.
13. WSTV Steubenville, Ohio—K 41 Tri-City Bcstg. Co.; K 122 Ft. Industry; K 167 WCAE; K 324 Pittsburgh Radio Supply House.
Washington, Pa.
14. L. B. Wilson Inc., Cincinnati.

GROUP H

COUNTER PROPOSALS

Erie, Pa.
1. Presque Isle Bcstg.—K 215 Dispatch Inc.
Erie, Pa., Oil City
2. Erie Tele.
Lock Haven, Pa.
3. Lock Haven Bcstg.

SUPPORTS F.C.C.

Erie, Pa.
4. St. John Kanty Prep.

GROUP I

COUNTER PROPOSALS

Beckley, W. Va.
1. Joe L. Smith Jr.—K 264 Winston-Salem Bcstg.
Huntington, W. Va.
2. WSAZ—K 133 Greater Huntington Radio.
Princeton, W. Va.
3. Daily Telegraph Printing, Bluefield, W. Va.—K 264 Winston-Salem Bcstg.
Clarksburg, W. Va.
4. L. B. Wilson Inc., Cincinnati—K 158 Scripps-Howard.
5. Ohio State U., Columbus, Ohio—K 30 Clarksburg Bcstg., Clarksburg, W. Va.; K 134 Greater Huntington Radio; K 140 William H. Block Co., Indianapolis; K 146 Radio Indianapolis; K 191 Ohio Valley Bcstg., Clarksburg, W. Va.; K 222 Radio Cincinnati, Cincinnati; K 315 Radio Indianapolis.
6. S. E. Ohio Bcstg. System, Zanesville, Ohio.
Huntington, W. Va., Charleston, Clarksburg
7. Shenandoah Valley Bcstg., Harrisonburg, Va.—K 133 Greater Huntington Radio; K 191 Ohio Valley Bcstg., Clarksburg, W. Va.; K 222 Radio Cincinnati, Cincinnati.
Huntington, W. Va.
4. L. B. Wilson Inc., Cincinnati—K 133 Greater Huntington Radio; K 222 Radio Cincinnati, Cincinnati.
5. Ohio State U., Columbus, Ohio—K 134 Greater Huntington Radio; K 30 Clarksburg Bcstg., Clarksburg, W. Va.; K 140 William H. Block Co., Indianapolis; K 146 Radio Indianapolis; K 191 Ohio Valley Bcstg., Clarksburg, W. Va.; K 222 Radio Cincinnati, Cincinnati; K 315 Radio Indianapolis.
Cumberland, Md.
Ohio State U., Columbus, Ohio—K 146 Radio Indianapolis; K 222 Radio Cincinnati, Cincinnati; K 315 Radio Indianapolis; K 140 William H. Block Co., Indianapolis.

SUPPORTS F.C.C.

Morgantown, W. Va.
8. W. Va. U.
Huntington, W. Va.
9. Marshall College.
Charleston, W. Va.
10. Kanawha County Schools.
11. Morris Harvey College.
Williamson, W. Va.
12. Williamson Bcstg.

GROUP J

COUNTER PROPOSALS

Cleveland, Ohio
1. WERE WHK WJW WGAR, Cleveland, Ohio—K 243 Trebit; K 109 Tri-County Bcstg.
Akron, Ohio
2. Wooster Republican, Wooster, Ohio; K 74 Bd. of Educ., Akron City School Dist., Akron, Ohio; K 132 Summit Radio Corp., Sherry, Ohio.
Massillon, Ohio, Marion, O., Gallipolis, Findlay, Lorain, Lexington, Ky.
1. WERE WHK WJW WGAR Cleveland, Ohio.
3. WIBC, Indianapolis, Ind.
Steubenville
4. WSTV, (Valley Bcstg.)—K 41 Tri-City Bcstg.; K 122 Ft. Industry; K 167 WCAE; K 324 Pittsburgh Radio Supply House.
Wooster
5. Wooster Republican—K 74 Bd. of Educ., Akron City Schl Dist., Akron, Ohio; K 132 Summit Radio, Sherry, Ohio.
Sandusky
1. WERE WHK WJW WGAR
Youngstown
6. Vindicator Printing Co.
Lexington, Ky.
7. U. of Ky.—K 337 ABC, Lexington, Ky.
Steubenville, O.
8. L. B. Wilson, Cincinnati—K 186 WCAE.

SUPPORTS F.C.C.

Cleveland
9. NBC.
10. Empire Coil Co.
11. Public Schools.
Warren, Ohio
12. Warren Tribune R. S.
Akron
13. U. of Akron.
Akron
14. Board of Educ.; 15. Kent State U., Kent, Ohio.

GROUP K

COUNTER PROPOSALS

Cincinnati
1. L .B. Wilson Inc.—K 140 William H. Block Co., Indianapolis; K 222 Radio Cincinnati; K 236 Wabash Valley Bcstg.; K 241 WHAS Louisville; K 315 Radio Indianapolis.
2. Ohio State U., Columbus—K 146 Radio Indianapolis; K 222 Radio Cincinnati.
Cincinnati, Zanesville
3. S. E. Ohio Bcstg. System—K 191 Ohio Valley Bcstg., Clarksburg, W. Va.; K 222 Radio Cincinnati.
4. Shenandoah Valley Bcstg., Harrisonburg, Va.—K 222 Radio Cincinnati.
Columbus
2. Ohio State U.—K 27 Universal Bcstg.; K 134 Greater Huntington Radio; K 140 William Block Co., Indianapolis; K 146 Radio Indianapolis; K 194 Crosley Bcstg.; K 222 Radio Cincinnati; K 315 Radio Indianapolis.
Bellefontaine, Ohio
5. WCAE Pittsburgh—K 285 Cleveland Bcstg. etc.
Hamilton-Middletown, Ohio
5. WCAE Pittsburgh.

SUPPORTS F.C.C.

Cincinnati
6. City of Cincinnati; 7. Public School System.
Dayton
8. WHIO-TV; 9. U. of Dayton; 10. City Commission.
Columbus
11. Public Schools.
Oxford, Ohio
12. Miami U.

GROUP L

COUNTER PROPOSALS

Louisville
1. Radio Kentucky.
2. Mid-American Bcstg.
3. L. B. Wilson Inc., Cincinnati—K 241 WHAS Louisville.
4. So. Ill. U., Carbondale, Ill.—K 140 William H. Block Co., Indianapolis; K 241 WHAS Louisville.
5. S. E. Ohio Bcstg. System, Zanesville, Ohio.

SUPPORTS F.C.C.

Louisville
6. WHAS; 7. Nazareth College; 8. So. Baptist Theol. Seminary; 9. Louisville Presbyt. Seminary; 10. Louisville Free Pub. Library; 11. Shenandoah Valley Bcstg.
Danville, Ky
12. Centre College of Ky.
Paducah, Ky.
13. So. Ill. U., Carbondale.
Middlesboro, Ky.
14. Spartan Radiocstg., Spartanburg, S. C.

GROUP M

COUNTER PROPOSALS

Owensboro, Ky.
1. Owensboro-On-the-Air Inc.—K 140 William H. Block Co., Indianapolis.
Evansville, Ind.
2. WQUA Moline, Ill.—K 69 Evansville Tel., Evansville, Ind.
3. Evansville C. of C.

SUPPORTS F.C.C.

Evansville, Ind.
4. Evansville College; 5. So. Central Bcstg.

GROUP N

COUNTER PROPOSALS

Indianapolis
1. Ohio State U., Columbus, Ohio—K 27 Universal Bcstg.; K 140 William H. Block Co.; K 146 Radio Indianapolis; K 191 Ohio Valley Bcstg., Clarksburg, W. Va.; K 194 Crosley Bcstg.; K 222 Radio Cincinnati; K 290 Indianapolis Bcstg.; K 315 Radio Indianapolis.
2. Universal Bcstg.
3. WIBC—K 194 Crosley Bcstg.
4. Indianapolis Bcstg.
5. Radio Indianapolis.
6. L. B. Wilson Inc., Cincinnati—K 130 Dispatch Printing Co.; K 140 William H. Block Co., Indianapolis; K 140 WFBM; K 194 Crosley Bcstg.; K 222 Radio Cincinnati; K 290 Indianapolis Bcstg.
7. William H. Block Co.—K 130 Dispatch Printing.
8. So. Ill. U., Carbondale—K 140 William H. Block Co., Indianapolis; K 161 WFBM Indianapolis; K 194 Crosley Bcstg.
9. CBS—K 27 Universal Bcstg.; K 140 William H. Block Co., Indianapolis; K 146 Radio Indianapolis; K 166 WCAE. K 194 Crosley Bcstg.; K 290 Indianapolis Bcstg.
Terre Haute, Ind.
3. WIBC Indianapolis—K 236 Wabash Valley Bcstg.
10. Logansport Bcstg., Logansport, Ind.; Owensboro-On-the-Air, Owensboro, Ky.—K 140 William H. Block Co., Indianapolis; K 236 Wabash Valley Bcstg.
7. Wm. H. Block Co., Indianapolis—K 236 Wabash Valley Bcstg.
8. So. Ill. U., Carbondale.
6. L. B. Wilson Inc., Cincinnati—K 222 Radio Cincinnati.
Bloomington, Ind.
3. WIBC Indianapolis.
8. So. Ill. U., Carbondale—K 259 Lake Bcstg., Gary, Ind.
6. L. B. Wilson Inc., Cincinnati.
Connersville, Kokomo, Marion, Ind.
5. Radio Indianapolis.
Muncie, Connersville, Ind.
6. L. B. Wilson Inc.—K 146, K 315 Radio Indianapolis.
9. CBS—K 146, K 315 Radio Indianapolis.

Logansport, Ind.
3. WIBC Indianapolis.
10. Logansport Bcst. Corp.; Owensboro-on-the-Air, Owensboro, Ky.—K 48 Mich. State College; K 140 William H. Block Co., Indianapolis; K 308 WJR.

Vincennes, Ind.
3. WIBC Indianapolis.

Fort Wayne, Ind.
11. Ind. Tech. College—K 145 NBC; K 194 Crosley Bcstg.; K 237 Music Bcstg., Grand Rapids, Mich.

Muncie, Ind.
13. Ball State Teachers College and School City of Muncie.

Muncie, Anderson, Ind.
12. WCAE Pittsburgh.

SUPPORTS F.C.C.

Indianapolis
14. Ind. Central College.

South Bend
15. U. of Notre Dame.

LaFayette
16. Purdue U.

Terre Haute
17. Ind. State Teachers College.

Michigan City
18. W. H. C. Higgins.

Bloomington
19 Ind. U.; 20. Sarkes Tarzian Inc.

GROUP O

COUNTER PROPOSALS

Bay City, Mich.
1. Board of Educ., Detroit—K 138 Booth Radio & TV Stations; K 115 Toledo Blade; K 9 Maumee Valley Bcstg., Toledo.
2. Bay Bcstg., Bay City—K 12 WJIM Lansing; K 156 Scripps-Howard, Cleveland; K 237 Music Bcstg. Co., Grand Rapids.
3. Public Schools, Bay City—K 138 Booth Radio & TV Stations.

Flint, Mich.
4. Trebit Corp., Flint, Mich.—K 49 Mich. State College; K 175 Trebit Corp.; K 308 WJR.
5. Board of Educ., Detroit—K 9 Maumee Valley Bcstg., Toledo; K 105 Adrian Bcstg., Adrian, Mich.; K 115 Toledo Blade; K 138 Booth Radio & TV Stations; K 310 Trebit Corp., Flint.
6. Saginaw Bcstg., Saginaw—K 138 Booth Radio & TV Stations.
7. WJR Detroit.
3. Public Schools Bay City.

Lansing, Mich.
7. WJR Detroit—K 50 Mich. State College; K 65 WJIM; K 309 Trebit Corp., Flint.
8. WGRD Grand Rapids—K 216 WJIM Lansing; K 294 Delta Bcstg.
9. Booth Radio Stations, Detroit—K 16 WJIM Lansing.

East Lansing, Mich.
7. WJR Detroit.
10. Mich. State College—K 138 Booth Radio & TV Stations; K 224 Trebit Corp.; K 308 WJR.

Detroit
7. WJR—K 228 Picture Waves, Columbus; K 237 Music Bcstg., Grand Rapids.
9. Booth Radio Stations—K 16 WJIM Lansing, Mich.—K 184 Trebit Corp., Flint; K 278 Picture Waves, Columbus; K 237 Music Bcstg., Grand Rapids.
5. Board of Educ., Detroit—K 9 Maumee Valley Bcstg., Toledo; K 115 Toledo Blade; K 194 Crosley Bcstg.; K 253 Adrian Bcstg.; K 287 Community Bcstg.; K 310 Trebit Corp., Flint.
11. WERE Cleveland; 12. WHK Cleveland; 13 WJW Cleveland; 14 WGAR Cleveland.

Coldwater, Mich.
15. Twin Valley Bcstg.—K 52 Mich. State College; K 130 Dispatch Printing; K 175 Trebit Corp., Flint; K 308 WJR.

Toledo, Ohio
5. Board of Educ., Detroit—K 9 Maumee Valley Bcstg. Co.; K 115 Toledo Blade; K 194 Crosley Bcstg.; K 253 Adrian Bcstg.; K 287 Community Bcstg.

SUPPORTS F.C.C.

Toledo, Ohio
16. Community Bcstg.;17. U. of Toledo; 18. Maumee Valley Bcstg.; 19. City of Toledo; 20. Board of Educa.

Detroit
21. Mercy College; 22. Ft. Industry Co.

Flint
23. School District.

Ann Arbor
24. U. of Mich.; 25. City of Ann Arbor.

GROUP P

COUNTER PROPOSALS

Grand Rapids
1. WQUA Moline, Ill.— K 98 Mich. State College; K 187 Hearst Radio, Milwaukee; K 223 Trebit Corp.; K 308 WJR; K 326 Milwaukee Bcstg.
2. WGRD Grand Rapids—K 8 Green Bay Newspaper Co.; K 157 Scripps-Howard; K 186 Hearst Radio, Milwaukee; K 308 WJR; K 326 Milwaukee Bcstg.

Ludington, Mich.
3. WJR Detroit.

Cadillac, Mich.
3. WJR Detroit.

Cadillac, Calumet, Essexville, Hancock, Marquette, Traverse City, Mich.
4. Delta Bcstg., Escanaba—K 237 Music Bcstg., Grand Rapids.

Traverse City, Mich.
2. WGRD Grand Rapids.
5. Booth Radio Stations, Detroit.
6. Saginaw Bcstg.—K 138 Booth

Saginaw, Midland, Mich.
Radio & TV Stations; K 308 WJR.

Traverse City, Mich.
7. Bay Bcstg., Bay City— K 12 WJIM Lansing; K 237 Music Bcstg., Grand Rapids.

Alpena, Mich.
5. Booth Radio Stations, Detroit.

Escanaba, Mich.
4. Delta Bcstg., Escanaba—K 237 Music Bcstg., Grand Rapids.

SUPPORTS F.C.C.

Sault St. Marie, Mich.
8. Public Schools.

GROUP Q

COUNTER PROPOSALS

Gary, Ind.
1. Board of School Trustees; 2. Lake Bcstg.

Chicago
1. Board of School Trustees, Gary, Ind.—K 60 Johnson Kennedy Radio.
2. Lake Bcstg., Gary Ind.—K 60 Johnson-Kennedy Radio.
3. L. B. Wilson Inc., Cincinnati—K 222 Radio Cincinnati.
4. Northwestern U.
5. CBS—K 140 William H. Block Co., Indianapolis Ind.; K 146 Radio Indianapolis; K 154 Booth Radio & TV Stations; K 194 Crosley Bcstg.; K 259 Lake Bcstg., Gary, Ind.; K 290 Indianapolis Bcstg.; K 315 Radio Indianapolis; K 326 Milwaukee Bcstg.

Bloomington, Ind.
5. CBS—K 7 Black Hawk Bcstg., Waterloo, Iowa.

Urbana, Ill.
3. L. B. Wilson Inc.—K 260 U. of Ill., Urbana.
6. Peoria Bcstg.—K 260 U. of Ill.
7. W. Central Bcstg., Peoria—K 260 U. of Ill.

Champaign, Ill.
8. Champaign News-Gazette—K 174 Balaban & Katz, Chicago; K 192 Davenport Bcstg.

Rockford, Ill.
3. L. B. Wilson Inc., Cincinnati—K 127 Rockford Bcstrs.
9. WQUA Moline.
5. CBS—K 127 Rockford Bcstrs.; K 260 U. of Ill., Urbana; K 281 Gazette Co., Cedar Rapids, Iowa; K 326 Milwaukee Bcstg.

DeKalb, Ill.
30. N. Ill. State Teachers College.

SUPPORTS F.C.C.

Chicago
10. Chicago Public Schools; 11. Board of Education; 12. U. of Chicago; 13. Ill. Inst. of Tech.; 14. Columbia College; 15. George Williams College.

Rockford, Ill.
16. Public Schools; 17. City of Rockford; 18. Rockford College.

Urbana, Ill.
19. U. of Ill.; 20. Public Schools.

Chicago
21. Balaban & Katz.

GROUP R

COUNTER PROPOSALS

Peoria, Ill.
1. W. Central Bcstg.—K 197 Sangamon Valley Tele.; K 281 Gazette Co., Cedar Rapids, Iowa.
2. Peoria Bcstg.—K 192 Davenport Bcstg.

Olney, Lincoln, Ill.
3. WIBC Indianapolis.

Centralia, Ill.
2. Peoria Bcstg.—K 131 WCNT Centralia; K 174 Balaban & Katz, Chicago.

Springfield, Ill.
4. L. B. Wilson Inc., Cincinnati.
5. Champaign News-Gazette—K 7 Black Hawk Bcstg., Waterloo, Iowa; K 174 Balaban & Katz, Chicago; K 197 Sangamon Valley Tele. Corp.
6. WQUA Moline, Ill.—K 260 U. of Ill., Urbana.

Centralia, Ill.
5. Champaign News-Gazette—K 131 WCNT Centralia.
6. WQUA Moline, Ill.

Quincy, Ill.
6. WQUA Moline, Ill.

Carbondale, Ill.
7. Keokuk Bcstg. Co., Keokuk, Ia.
8. So. Ill. U.—K 140 William H. Block Co., Indianapolis; K 192 Davenport Bcstg. Co.

SUPPORTS F.C.C.

Peoria, Ill.
9. Bradley U.; 10. Ill. State Normal U., Normal, Ill.

Springfield, Ill.
11. Board of Educ.; 12. Springfield Jr. College; 13. Chamber of Commerce.

GROUP S

COUNTER PROPOSALS

Milwaukee
1. CBS—K 7 Black Hawk Bcstg., Waterloo, Iowa; K 11 WJIM Lansing, Mich.; K 120 Central Bcstg.; K 176 Hearst Radio; K 237 Music Bcstg., Grand Rapids; K 326 Milwaukee Bcstg., Milwaukee.
2. WQUA Moline, Ill.—K 187 Hearst Radio, Milwaukee; K 293 The Journal Co.
3. Milwaukee Bcstg.—K 6 WJIM; K 120 Central Bcstg.; K 237 Music Bcstg.; Grand Rapids.
4. Hearst Radio; Wis. Bcstg. System—K 6 WJIM; K 120 Central Bcstg.; K 237 Music Bcstg., Grand Rapids; K 328 City of Milwaukee.

Madison
2. WQUA Moline, Ill.
5. Radio Wisconsin—K 34 Monona Bcstg., Madison, Wis.

Green Bay
4. Hearst Radio; Wisconsin Bcstg. System—K 6 WJIM; K 8 Green Bay Newspaper Co., Green Bay, Wis.
3. Milwaukee Bcstg., Milwaukee—K 6 WJIM; K 8 Green Bay Newspaper Co., Green Bay, Wis.
6. Delta Bcstg. Co., Escanaba, Mich.—K 237 Music Bcstg., Grand Rapids, Mich.
7. Green Bay Newspaper Co.—K 237 Music Bcstg., Grand Rapids, Mich.
8. WGRD Grand Rapids, Mich.— K 8 Green Bay Newspaper Co., Green Bay, Wis.
1. CBS—K 8 Green Bay Newspaper Co., Green Bay, Wis.; K 11 WJIM, Lansing, Mich.; K 326 Milwaukee Bcstg., Milwaukee, Wis.

Wausau
2. WQUA Moline, Ill.

Clintonville
8. WGRD Grand Rapids, Mich.

Iron Mountain, Mich.
9. Booth Radio Stations, Detroit.
2. WQUA Moline, Ill.—K 237 Music Bcstg., Grand Rapids, Mich.

Racine, Wis.
20. Racine Public Library, Racine Wis.

SUPPORTS F.C.C.

Madison, Wis.
10. Badger Bcstg.

Milwaukee
11. Board of Vocational & Adult Education; 12. U. of Wisconsin; 13. Marquette U. (withdrawn); 14. Journal Co.; 15. Public Schools; 16. City Council.

Wausau
17. Alvin E. O'Konski.

Marinette
18. Marinette Public Schools; 19. M & M Bcstg.

GROUP T

COUNTER PROPOSALS

Austin, Minn.
1. WQUA Moline, Ill.—K 239 Cedar Valley Bcstg.

Rochester, Minn.
1. WQUA Moline, Ill.

La Crosse, Wis.
1. WQUA Moline, Ill.

Reedsburg, Wis.
2. Gazette Cedar Rapids, Iowa—KE 192 Davenport Bcstg. Co.

Mankato, Minn.
3. Southern Minn. Supply, Mankato, Minn.—K 57 Independent Bcstg., Minneapolis; K 7 Black Hawk Bcstg., Waterloo, Iowa; K 208 Northwest Bcstg., Fort Dodge, Iowa.

New Ulm, Minn.
4. KNUJ New Ulm, Minn.—K281 Gazette Co., Cedar Rapids, Iowa.

Minneapolis-St. Paul
5. College of St. Thomas, St. Paul, Minn.—KE 323 City of St. Paul; KE 320 St. Paul Public Library; KE 319 St. Paul Dept. of Ed.

Eau Claire, Wis.
1. WQUA Moline, Ill.

Brainerd, Minn.
3. Southern Minn. Supply, Mankato, Minn.

Duluth, Minn., Superior, Wis.
1. WQUA Moline, Ill.

Hibbing, Minn.
3. Southern Minn. Supply, Mankato, Minn.

SUPPORTS F.C.C.

St. Paul
6. Concordia College.
7. College of Saint Catherine.

Minneapolis
8. U. of Minnesota.
9. Minneapolis Public Schools.

Eau Claire, Wis.
10. Eau Claire State College.

GROUP U

COUNTER PROPOSALS

Keokuk, Iowa
1. Keokuk Bcstg., Keokuk, Iowa—KE 192 Davenport Bcstg.

Chariton, Iowa
2. The Gazette Co., Cedar Rapids, Iowa.

Des Moines, Iowa
3. Central Bcstg. Co., Des Moines, Iowa—KE 192 Davenport Bcstg.
4. Cowles Bcstg., Des Moines, Iowa—KE 192 Davenport Bcstg.
5. Davenport Bcstg., Davenport, Iowa—K 113 Cowles Bcstg.; K 159 Independent Bcstg.
6. Murphy Bcstg., Des Moines, Iowa—KE 192 Davenport Bcstg.
7. Independent Bcstg., Des Moines, Iowa—K 125 Rock Island Bcstg.; KE 192 Davenport Bcstg.; K 208 Northwest Bcstg., Fort Dodge, Iowa.

Ames, Iowa
3. Central Bcstg., Des Moines, Iowa.
4. Cowles Bcstg. Co., Des Moines, Iowa—KE 192 Davenport Bcstg.
6. Murphy Bcstg. Co., Des Moines, Iowa—KE 192 Davenport Bcstg.

Cedar Rapids, Iowa
2. Gazette Co., Cedar Rapids, Iowa—K 7 Black Hawk Bcstg. Co., Waterloo, Iowa; KE 192 Davenport Bcstg.
8. News-Gazette, Champaign, Ill.
9. WQUA Moline, Ill.—K 281 Gazette Co., Cedar Rapids, Iowa.
18. Coe College, Cedar Rapids, Iowa—K 334 American Bcstg Station, Cedar Rapids, Iowa; K 335 Gazette Co., Cedar Rapids, Iowa.
10. Peoria Bcstg., Peoria, Ill.—K 281 Gazette Co., Cedar Rapids, Iowa.

Atalissa, Iowa
5. Davenport Bcstg., Davenport, Iowa—K 113 Cowles Bcstg.

Iowa City, Iowa
5. Davenport Bcstg., Davenport, Iowa—K 281 Gazette Co., Cedar Rapids, Iowa; K 296 Central Bcstg.
8. News-Gazette, Champaign, Ill.—K 7 Black Hawk Bcstg., Waterloo, Iowa; K 208 Northwest Bcstg., Fort Dodge, Iowa.
9. WQUA Moline, Ill.—K 7 Blackhawk Bcstg. Co., Waterloo, Iowa; K 208 Northwest Bcstg., Fort Dodge, Iowa; K 218 Keokuk Bcstg., Keokuk, Iowa; K 326 Milwaukee Bcstg.; Milwaukee, Wis.
10. Peoria Bcstg., Peoria, Ill.

Davenport, Iowa, Rock Island and Moline, Ill.
9. WQUA Moline, Ill.—KE 192 Davenport Bcstg.

Dubuque, Iowa
11. Telegraph-Herald, Dubuque, Iowa—KE 60 Johnson Kennedy Radio; K 120 Central Bcstg.; K 159 Independent Bcstg.; KE 192 Davenport Bcstg.; KE 226 Iowa State College; K 145 National Bcstg.

Waterloo, Iowa
12. Black Hawk Bcstg., Waterloo, Iowa—KE 192 Davenport Bcstg.; K 208 Northwest Bcstg., Fort Dodge, Iowa; K 281 Gazette Co., Cedar Rapids, Iowa.
9. WQUA Moline, Ill.

Fort Dodge, Iowa
13. Northwest Bcstg., Fort Dodge, Iowa—K 31 Mid-Continent Radio-TV, Minneapolis; K 7 Black Hawk Bcstg., Waterloo, Iowa.

Mason City, Iowa
2. Gazette, Cedar Rapids, Iowa—KE 192 Davenport Bcstg.; K 208 Northwest Bcstg., Fort Dodge, Iowa.
8. News-Gazette, Champaign, Ill.—K 208 Northwest Bcstg., Fort Dodge, Iowa.
9. WQUA Moline, Ill.—K 208 Northwest Bcstg., Fort Dodge, Iowa.
14. Southern Minn. Supply, Mankato, Minn.—K 208 Northwest Bcstg. Co., Fort Dodge, Iowa.
12. Black Hawk Bcstg., Waterloo, Iowa—KE 192 Davenport Bcstg.; K 208 Northwest Bcstg., Fort Dodge, Iowa.

Sioux City, Iowa
13. Northwest Bcstg., Fort Dodge, Iowa—K 31 Mid-Continent Radio-TV, Minneapolis.
7. Independent Bcstg., Des Moines—KE 192 Davenport Bcstg.

SUPPORTS F.C.C.

Cedar Rapids, Iowa
15. Mt. Mercy College.
16. Ind. School District.
17. Public Schools of Cedar Rapids.

Des Moines, Iowa
19. Polk County School Dist.; 20. City Council; 21. Des Moines Public Schools; 22. Harlan Miller; 23. Des Moines Council, P.T.A.; 24. Drake U.

Davenport
25. Central Bcstg.
26. (Numerous letters from individuals, q.v.)

Sioux City, Iowa
27. City of Sioux City et al.

Mount Pleasant, Iowa
28. Iowa Wesleyan College.

(Continued on page 56)

Hearing Appearances

(Continued from page 55)

Iowa City, Iowa
29. State U. of Iowa—KE 192 Davenport Bcstg.
Ames, Iowa
30. Iowa State College.

GROUP V

COUNTER PROPOSALS

Cape Girardeau, Mo.
1. Southern Ill. U., Carbondale, Ill. —KE 192 Davenport Bcstg.
Springfield, Mo.
2. WQUA Moline, Ill.
Joplin, Mo.
3. Midland Bcstg., KCMO Bcstg., WHB Bcstg.; Kansas City, Mo.—K 255 Four States Besters., Joplin, Mo.
2. WQUA Moline, Ill.
St. Louis, Mo.
2. WQUA Moline, Ill.—K 274 Pulitzer Pub. Co.
St. Joseph, Mo.
2. WQUA Moline, Ill.—K 291 KFEQ.
3. Midland Bcstg., KCMO Bcstg., WHB Bcstg., Kansas City, Mo.—K 291 KFEQ.
Jefferson City, Mo.
2. WQUA Moline, Ill.
Sedalia, Mo.
2. WQUA Moline, Ill.—K 112 Milton J. Hinlein.
Kansas City, Mo.
3. Midland Bcstg., Kansas City, Mo.
2. WQUA Moline, Ill.
4. U. of Kansas City, Kansas City, Mo.
5. City of Kansas City, Kansas City, Mo.
3. Midland Bcstg., KCMO Bcstg., WHB Bcstg., Kansas City, Mo.— K 28 KFAB Bcstg.; K 321 Courier-Post Pub. Co.
Grandview, Mo.
3. WHB Bcstg., Midland Bcstg., Kansas City, Mo.
Trenton, Mo.
6. Gazette Co., Cedar Rapids, Iowa —KE 192 Davenport Bcstg.
Brookfield, Mo.
7. West Central Bcstg., Peoria, Ill.
8. Black Hawk Bcstg., Waterloo, Iowa.
Kirksville, Mo.
9. Peoria Bcstg., Peoria, Ill.
10. News-Gazette, Champaign, Ill.
7. West Central Bcstg., Peoria, Ill.
2. WQUA Moline, Ill.
8. Black Hawk Bcstg., Waterloo, Iowa.
6. Gazette Co., Cedar Rapids, Iowa —KE 192 Davenport Bcstg.
Hannibal, Mo.
11. Keokuk Bcstg., Keokuk, Iowa—K 23 Courier-Post Pub. Co., Hannibal, Mo.
2. WQUA Moline, Ill.
Columbia, Mo.
12. U. of Missouri—KE 221 KFRU Columbia, Mo.

SUPPORTS F.C.C.

Columbia, Mo.
13. Stephens College.
St. Joseph, Mo.
14. School District.
St. Louis, Mo.
15. Public School System; 16. St. Louis Educational Agencies; 17. Council of Catholic Men; 18. Lutheran Synod; 19. P.T.A. Council.
Springfield, Mo.
20. Springfield Public Schools, et al.

GROUP W

COUNTER PROPOSALS

Grand Forks, N. D.
1. Southern Minn. Supply Co., Mankato, Minn.

SUPPORTS F.C.C.

Grand Forks, N. D.
8. U. of N. D.

COUNTER PROPOSALS

Sioux Falls, S. D.
2. Sioux Falls College, Sioux Falls, S. D.; 3. Augustana College, Sioux Falls, S. D.

SUPPORTS F.C.C.

Sioux Falls, S. D.
9. Midcontinent Bcstg.

COUNTER PROPOSALS

Vermillion, S. D.
4. Northwest Bcstg., Fort Dodge, Iowa—K 226 Iowa State College. 5. Independent Bcstg., Des Moines, Iowa.

SUPPORTS F.C.C.

Vermillion, S. D.
10. U. of S. D.

COUNTER PROPOSALS

Pierre, S. D.
6. KNUJ New Ulm, Minn.

SUPPORTS F.C.C.

Pierre, S. D.
11. Pierre Public Schools.

COUNTER PROPOSALS

Watertown, S. D.
6. KNUJ New Ulm, Minn.
Mitchell, S. D.
4. Northwest Bcstg., Fort Dodge, Iowa.

COUNTER PROPOSALS

Omaha, Neb.
7. KFAB Bcstg., Omaha, Neb.—K 230 Lincoln Bcstg., Lincoln, Neb.

SUPPORTS F.C.C.

Omaha, Neb.
12. School District of Omaha, Neb.; 13. Creighton U.

COUNTER PROPOSALS

Lincoln, Neb.
7. KFAB Bcstg., Omaha, Neb.—K 230 Lincoln Bcstg.

SUPPORTS F.C.C.

Lincoln, Neb.
14. Inland Bcstg., Lincoln, Neb.

GROUP X

COUNTER PROPOSALS

Butte, Mont.
1. Copper Bcstg.

SUPPORTS F.C.C.

Butte, Mont.
2. Mont. State. U.
Billings, Mont.
3. City Council; 2. Mont. State U.; 4. Group Organizations in Billings.
Bozeman, Mont.
5. Mont. State College; 2. Mont. State U.
Miles City, Mont.
2. Mont. State U.
Missoula, Mont.
2. Mont. State U.
Great Falls, Mont.
2. Mont. State U.; 6 Public Library.

GROUP Y

COUNTER PROPOSALS

Boulder, Col.
1. Sen. E. C. Johnson—K 183 Western Slope Bcstg., et al.

SUPPORTS F.C.C.

Boulder, Col.
5. U. of Col.

COUNTER PROPOSALS

Denver
1. Sen. E. C. Johnson, Denver, Col.—KE 331 Board of Educ.; K 183 Western Slope Bcstg., et al; KE 316 U. of Denver.

SUPPORTS F.C.C.

Denver
6. U. of Denver; 11. Adult Educ. Council.

COUNTER PROPOSALS

Colorado Springs
1. Sen. E. C. Johnson, Denver, Col.—K 183 Western Slope Bcstg., et al.
Craig, Col.
2. Northwestern Col. Bcstg.
Durango, Col.
3. San Juan Bcstg.
Grand Junction, Col.
4. Western Slope Bcstg.

SUPPORTS F.C.C.

Pueblo, Col.
7. Public Schools; 8 Jr. College.

COUNTER PROPOSALS

Cheyenne, Wyo.
1. Sen. E. C. Johnson, Denver—K 183 Western Slope Bcstg., et al.
Rawlins, Wyo.
1. Sen. E. C. Johnson, Denver—K 183 Western Slope Bcstg., et al.
Laramie, Wyo.
9. Warren M. Mallory.

SUPPORTS F.C.C.

Laramie, Wyo.
10. U. of Wyoming—K 338 Warren M. Mallory.

COUNTER PROPOSALS

Alliance, Neb.
1. Sen. E. C. Johnson, Denver—K 183 Western Slope Bcstg. et al.

GROUP Z

COUNTER PROPOSALS

Salt Lake City
1. Salt Lake City Bcstg.

SUPPORTS F.C.C.

Salt Lake City
9. State Dept. of Pub. Instr.; 10 Public School of Salt Lake City; 11. U. of Utah.

COUNTER PROPOSALS

Ogden, Utah
2. Eastern Utah Bcstg., Price, Utah—K 231 Salt Lake City Bcstg.
1. Salt Lake City Bcstg.
3. Oquirrh Radio & TV, Tooele, Utah —K 231 Salt Lake City Bcstg.
4. Uncompahgre Bcstg., Montrose, Col.—K 231 Salt Lake City Bcstg.

SUPPORTS F.C.C.

Ogden, Utah
12. Weber College; 13. Ogden Public Schools; 14. City Board of Educ.

COUNTER PROPOSALS

Provo, Utah
2. Eastern Utah Bcstg., Price, Utah—K 231 Salt Lake City Bcstg.
1. Salt Lake City Bcstg.
3. Oquirrh Radio & TV, Tooele, Utah—K 231 Salt Lake City Bcstg.
4. Uncompahgre Bcstg., Montrose, Col.—K 231 Salt Lake City Bcstg.

SUPPORTS F.C.C.

Provo, Utah
15. Brigham Young U.

COUNTER PROPOSALS

Price, Utah
2. Eastern Utah Bcstg.—K 231 Salt Lake City Bcstg.
1. Salt Lake City Bcstg.
3. Oquirrh Radio & TV, Tooele, Utah —K 231 Salt Lake City Bcstg.
4. Uncompahgre Bcstg., Montrose, Col.—K 231 Salt Lake City Bcstg.
Logan, Utah
2. Eastern Utah Bcstg., Price Utah—K 231 Salt Lake City Bcstg.
1. Salt Lake City Bcstg.
3. Oquirrh Radio & TV, Tooele, Utah —K 231 Salt Lake City Bcstg.
5. Utah State Ag. College.
4. Uncompahgre Bcstg., Montrose, Col.—K 231 Salt Lake City Bcstg.
Tooele, Utah
2. Eastern Utah Bcstg., Price Utah—K 231 Salt Lake City Bcstg.
3. Oquirrh Radio & TV Co.—K 231 Salt Lake City Bcstg.
4. Uncompahgre Bcstg. Co., Montrose, Col.—K 231 Salt Lake City Bcstg.
St. George, Utah
2. Eastern Utah Bcstg., Price Utah—K 231 Salt Lake City Bcstg.
Wendover, Utah
3. Oquirrh Radio & TV, Tooele, Utah —K 231 Salt Lake City Bcstg.
Vernal, Utah
6. Uintah Bcstg.
Montrose, Col.
4. Uncompahgre Bcstg.—K 231 Salt Lake City Bcstg.

COUNTER PROPOSALS

Walsenburg, Col.
4. Uncompahgre Bcstg. Co., Montrose, Col.—K 231 Salt Lake City Bcstg.
Boise, Ida.
7. KIDO Boise; 8. Boise Valley Bcstrs.

SUPPORTS F.C.C.

Moscow, Ida.
16. U. of Ida.

COUNTER PROPOSALS

Montpelier, Ida.
3. Oquirrh Radio & TV, Tooele, Utah—K 231 Salt Lake City Bcstg.
Ely, Nev.
3. Oquirrh Radio & TV, Tooele, Utah—K 231 Salt Lake City Bcstg.
McGill, Nev.
3. Oquirrh Radio & TV, Tooele, Utah—K 231 Salt Lake City Bcstg.

GROUP AA

COUNTER PROPOSALS

Seattle, Wash.
1. Fisher's Blend Station, Inc. and Totem Broadcasters, Inc., Seattle, Wash.—K 225 KVOS, Inc., Bellingham, Wash.
2. Queen City Bcstg. Co., Seattle, Wash.—K 225 KVOS, Inc., Bellingham, Wash.

SUPPORTS F.C.C.

Seattle, Wash.
10. Educational Agencies of Seattle, Seattle Pacific College, Seattle Branch for AAUW, Seattle Public Schools, Seattle U., Seattle Public Library, King County School Directors Assn., YMCA Technical Schools, Seattle Committee on Adult Education, City Council of Seattle.

COUNTER PROPOSALS

Longview, Wash.
3. Twin City Bcstg. Corp., Longview, Wash.—K 225 KVOS Bellingham, Wash; K 147 KING Bcstg.; K 106 Fisher's Blend Stations.
Tacoma, Wash.
4. Tom Olsen, Olympia, Wash.—K 299 Tribune Pub. Co.

SUPPORTS F.C.C.

Tacoma, Wash.
11. Tacoma Public School Board; 12. Tacoma Vocational-Technical School.

COUNTER PROPOSALS

Olypmia, Wash.
4. Tom Olsen, Olympia, Wash.—K 299 Tribune Pub. Co.

SUPPORTS F.C.C.

Pullman, Wash.
13. Washington State College.
Ellensburg, Wash.
14. Central Wash. Bcstrs.

COUNTER PROPOSALS

Bellingham, Wash.
5. KVOS Bellingham—K 106 Fisher's Blend Stations.
Walla Walla, Wash.
6. Salt Lake Pipe Line Co., San Francisco.

SUPPORTS F.C.C.

State of Wash.
15. Wash. State B. of Ed.; 16. Office Sup. Pub. Inst.; 17. Allied Comm. of

COUNTER PROPOSALS

Portland
7. Central Willamette, Bcstg., Albany Ore.—K 147 KING Bcstg. Co.

SUPPORTS F.C.C.

Portland
18. KOIN; 19. Ore. Public School System; 20. U. of Portland.

COUNTER PROPOSALS

Eugene, Ore.
8. KUGN; 9. Lane Bcstg.

SUPPORTS F.C.C.

Eugene, Ore.
21. Eugene Ore. Pub. Schools.

COUNTER PROPOSALS

Albany, Ore.
7. Central Willamette Bcstg., Albany Ore.—K 147 KING Bcstg.
Salem, Ore.
7. Central Willamette Bcstg., Albany Ore.—K 147 KING Bcstg.
Medford, Ore.
9. Lane Bcstg., Eugene, Ore.

SUPPORTS F.C.C.

Corvallis, Ore.
22. Ore. State Agric. Col.

GROUP BB

COUNTER PROPOSALS

Reno, Nev.
1. McClatchy Bcstg., Sacramento—K 180 Chronicle Pub. Co., S. F.
2. Tribune Bldg., San Francisco—K 180 Chronicle Pub. Co., S. F.; K 111 E. F. Peffer, Stockton; K 295 KCRA; K 300 McClatchy Bcstg.; K 296 Radio Diablo.
3. KROW San Francisco—K 266 John Sweet Union H. S., Crockett, Calif.; K 267 Castro Valley School Dist., Castro Valley, Calif.; K 268 Campbell Union School Dist., Campbell, Calif.; K 269 Contra Costa Co. Schools, Martinez, Calif.; K 270 Ravenwood El. School Dist., Palo Alto, Calif.; K 271 San Lorenzo El. Schools, San Lorenzo, Calif.; K 272 Acalanes Union H. S.; K 163 San Francisco Bay Area Pub. S. TV Council; K 111 E. F. Peffer, Stockton; K 71 ABC; K 295 KCRA; K 300 Monterey Radio-Television; K 300 McClatchy Bcstg. Co.; K 296 Radio Diablo.
4. Television Calif., San Francisco—K 295 KCRA; K 111 E. F. Peffer, Stockton; K 63 KPIX, Inc., S. F.; K 300 McClatchy Bcstg.; K 296 Radio Diablo.
5. Harmco, Sacramento—K 301 Monterey Radio-Tel.; K 180 Chronicle Pub. Co., S. F.; K 71 ABC.
6. KCRA, Sacramento—K 301 Monterey Radio-Tel. Co.; K 180 Chronicle Pub. Co., S. F.; K 71 ABC.
7. CBS, San Francisco—K 63 KPIX, S. F.; K 59 San Jose TV Bcstg. Co., San Jose; K 111 E. F. Peffer, Stockton, Cal.; K 295 KCRA; K 300 McClatchy Bcstg.; K 296 Radio Diablo; K 163 San Francisco Bay Area P. S. TV Council; K 266 John Swett Union H. S., Crocket, Cal.; K 267 Castro Valley S. Dist., Castro Valley, Cal.; K 268 Campbell Union S. Dist., Campbell, Cal.; K 269 Contra Costa Co. S., Martinez, Cal.; K 270 Ravenwood Ele. Sch. Dist., Palo Alto., Cal.; K 271 San Lorenzo Ele. S., San Lorenzo, Cal.; K 272 Acalanes Union H. S.
8. Kenyon Brown, Reno, Nev.—K 295 KCRA.

SUPPORTS F.C.C.

Reno, Nev.
10. Reno United P. T. A.; 11. Reno Sch. Dist. No. 10; 12 City of Reno; 13. U. of Nev.

COUNTER PROPOSALS

Ely, Nevada
George Harm Sta., Fresno, Calif.—K 61 KPIX; K 71 ABC.
Goldfield, Nev.
1. McClatchy Bcstg., Fresno, Calif.—K 61 KPIX; K 71 ABC.
9. George Harm Sta., Fresno, Calif.—K 61 KPIX; K 71 ABC.
Tonopah, Nev.
1. McClatchy Bcstg., Fresno, Calif.—K 61 KPIX; K 71 ABC.
9. George Harm Sta., Fresno, Calif.—K 61 KPIX; K 71 ABC.
Las Vegas, Nev.
1. McClatchy Bcstg., Fresno, Calif.—K 61 KPIX; K 71 ABC.

GROUP CC

COUNTER PROPOSALS

Bakersfield, Cal.
1. McClatchy Bcstg., Bakersfield, Calif.; 2. Paul R. Bartlett, Bakersfield, Calif.

Monterey, Calif.
1. McClatchy, Bakersfield, Calif; 3. Salinas Bcstg. Co., Salinas, Calif.—K 301 Monterey Radio-Tel.; K 295 KCRA, Inc.
4. KROW, Inc., San Francisco, Calif. —K 111 E. F. Peffer, Stockton, Calif.; K 71 ABC; K 266 John Swett Union H. S., Crockett, Cal.; K 267 Castro Valley S. D., Castro Valley, Cal.; K 268 Campbell Union S. D., Campbell, Calif.; K 269 Contra Costa Co. S., Martinez, Cal.; K 270 Ravenwood Ele. S. D., Palo Alto, Cal.; K 271 San Lorenzo Ele. S., San Lorenzo, Cal.; K 272 Acalanes Union H. S.; K 163 San Francisco Bay Area Pub. S. TV Council; K 296 Radio Diablo; K 295 KCRA; K 301 Monterey Radio-Tel.; K 300 McClatchy Bcstg.
5. Harmco, Inc., Sacramento, Calif.— K 180 Chronicle Pub. Co., S. F., Cal.; K 301 Monterey Radio-Tel Co.; K 71 ABC.
6. KCRA, Sacramento—K 180 Chronicle Pub. Co., S. F.; K 301 Monterey Radio-Tel.; K 71 ABC.

SUPPORTS F.C.C.

Monterey, Calif.
15. Steven A. Cisler—K 295 KCRA, Inc.
16. Monterey Radio Tel. Co.

COUNTER PROPOSALS

Salinas, Calif.
3. Salinas Bcstg. Co., Salinas, Calif. —K 301 Monterey Radio-Tel. Co.; K 295 KCRA.
7. CBS, San Francisco—K 63 KPIX; K 59 San Jose TV Bcstg.; K 300 McClatchy; K 296 Radio Diablo; K 295 KCRA; K 266 John Swett Union H. S., Crockett, Cal.; K 267 Castro Valley S. D., Castro Valley, Cal.; K 268 Campbell Union S. D., Campbell, Cal.; K 269 Contra Costa Co. S., Martinez, Cal.; K 270 Ravenwood Ele. S., San Lorenzo, Cal.; K 272 Acalanes Union H. S.; K 163 San Francisco Bay Area Pub. S. TV Council; K 111 E. F. Peffer, Stockton, Calif.

Santa Barbara, Calif.
9. Radio KIST, Santa Barbara, Calif. —K 284 Earle C. Anthony; K 280 ABC; K 172 Kennedy Bcstg. Co., San Diego.

Fresno, Calif.
1. McClatchy Bcstg. Co., Fresno, Calif. —K 61 KPIX; K 71 ABC.
9. George Harm Sta., Fresno, Calif.— K 61 KPIX; K 71 ABC.
10. Calif. Inland Bcstg., Fresno—K 25 KCRA.

SUPPORTS F.C.C.

Fresno, Calif.
17. Fresno City Schools.

COUNTER PROPOSALS

Visalia, Calif.
11. Tribune Bldg. Co., San Francisco —K 111 E. F. Peffer, Stockton, Calif.; K 180 Chronicle Pub. Co., S. F.; K 295 KCRA; K 300 McClatchy; K 296 Radio Diablo.
10. Calif. Inland Bcstg., Fresno, Calif. —25 KCRA.

Stockton, Calif.
4. KROW, San Francisco—K 71 ABC; K 266 John Swett Union H. S., Crockett, Cal.; K 267 Castro Valley S. D., Castro Valley, Cal.; K 268 Campbell Union S. D., Campbell, Cal.; K 269 Contra Costa Co. S., Martinez, Cal.; K 270 Ravenwood Ele. S. D., Palo Alto, Cal.; K 271 San Lorenzo Ele. S., San Lorenzo, Cal.; K 272 Acalanes Union H. S.; K 163 San Francisco Bay Area Pub. S. TV Coun.; K 295 KCRA; K 111 E. F. Peffer, Stockton, Calif.; K 301 Monterey Radio-Tel. Co.; K 300 McClatchy; K 296 Radio Diablo.
11. Tribune Bldg., San Francisco— K 180 Chronicle Pub. Co., S. F.; K 111 E. F. Peffer, Stockton, Calif.; K 300 McClatchy; K 296 Radio Diablo; K 295 KCRA.
12. Tel. Calif., San Francisco—K 111 E. F. Peffer, Stockton, Calif.; K 63 KPIX, S. F.; K 300 McClatchy; K 296 Radio Diablo; K 295 KCRA.
7. CBS, San Francisco—K 295 KCRA; K 111 E. F. Peffer, Stockton; K 63 KPIX S. F.; K 59 San Jose TV Bcstg. Co., San Jose; K 300 McClatchy; K 296 Radio Diablo; K 266 John Swett Union H. S., Crockett, Cal.; K 267 Castro Valley S. D., Castro Valley, Cal.; K 268 Campbell Union S. D., Campbell, Cal.; K 269 Contra Costa Co. S., Martinez, Cal.; K 270 Ravenwood Ele. S. D., Palo Alto; K 271 San Lorenzo Ele. S., San Lorenzo, Cal.; K 272 Acalanes Union H. S.; K 163 San Francisco Bay Area Public S. TV Council.

SUPPORTS F.C.C.

Stockton, Calif.
18. City of Stockton.

COUNTER PROPOSALS

Sacramento, Cal.
4. KROW, San Francisco—K 111 E. F. Peffer, Stockton, Calif.; K 71 ABC; K 266 John Swett Union H. S., Crockett, Cal.; K 267 Castro Valley S. D., Castro Valley, Cal.; K 268 Campbell Union S. D., Campbell, Calif.; K 269 Contra Costa Co. S., Martinez, Cal.; K 270 Ravenwood Ele. S. D., Palo Alto, Cal.; K 271 San Lorenzo Ele. S., San Lorenzo, Cal.; K 272 Acalanes Union H. S.; K 163 San Francisco Bay Area Pub. S. TV Council; K 301 Monterey Radio-Tel.; K 300 McClatchy; K 296 Radio Diablo; K 295 KCRA.
1. McClatchy, Sacramento, Calif.— K 180 Chronicle Pub. Co., S. F.
12. Tel. Calif., San Francisco—K 111 E. F. Peffer, Stockton; K 63 KPIX, S. F.; K 300 McClatchy; K 296 Radio Diablo; K 295 KCRA.
5. Harmco, Inc., Sacramento—K 301 Monterey Radio-Tel.; K 180 Chronicle Pub. Co., S. F.; K 71 ABC.
6. KCRA, Sacramento—K 301 Monterey Radio-Tel.; K 180 Chronicle Pub. Co., S. F.; K 71 ABC.

Sacramento (Del Pasco Hts.)
30. Grant Technical College.
7. CBS, San Francisco—K 266 John Swett Union H. S., Crockett, Cal.; K 267 Castro Valley S. D., Castro Valley, Cal.; K 268 Campbell Union S. D., Campbell, Cal.; K 269 Contra Costa Co. S., Martinez, Cal.; K 270 Ravenwood Ele. S. D., Palo Alto, Cal.; K 271 San Lorenzo Ele. S., San Lorenzo, Cal.; K 272 Acalanes Union H. S.; K 163 San Francisco Bay Area Pub. S. TV Council; K 63 KPIX, Inc., S. F.; K 59 San Jose TV Bcstg. Co., San Jose; K 300 McClatchy; K 296 Radio Diablo; K 295 KCRA; K 111 E. F. Peffer, Stockton, Cal.

SUPPORTS F.C.C.

Sacramento
19. Sacramento City Unified S. D.

COUNTER PROPOSALS

San Francisco
4. KROW San Francisco—K 266 John Swett Union H. S., Crockett, Cal.; K 267 Castro Valley S. D., Castro Valley, Cal.; K 268 Campbell Union S. D., Campbell, Cal.; K 269 Contra Costa Co. S., Martinez, Cal.; K 270 Ravenwood Ele. S. D., Palo Alto, Cal.; K 271 San Lorenzo Elementary Schools, San Lorenzo, Cal.; K 272 Acalanes Union H. S.; K 163 San Francisco Bay Area Public Schools TV Council; K 71 ABC; K 301 Monterey Radio-Tel.; K 300 McClatchy; K 296 Radio Diablo; K 295 KCRA; K 111 E. F. Peffer, Stockton, Cal.; K 77 Piedmont Pub. S., Piedmont, Cal.; K 78 Hayward Ele. S.; K 81 Hayward Union H. S. D.; K 83 Marin Co. Supt. of S., Marin Co., Cal.; K 85 Calif. State Dept. of Ed.; K 88 Mt. Eden Ele. S., Mt. Eden, Cal.; K 89 Sonoma Co. S., Santa Rosa, Calif.; K 90 Richmond S., Richmond, Cal.; K 92 Walnut Creek S. D., Walnut Creek, Cal.; K 94 San Mateo Co. S., Redwood City, Cal.; K 95 Los Gatos Union H. S., Los Gatos, Cal.; K 96 San Rafael City S., San Rafael Cal.; K 97 Irvington S. D., Irvington, Cal.
11. Tribune Bldg., San Francisco— K 300 McClatchy; K 296 Radio Diablo; K 295 KCRA; K 180 Chronicle Pub. Co., S. F.; K 111 E. F. Peffer, Stockton, Cal.
12. Television California, San Francisco—K 63 KPIX, S. F.; K 300 McClatchy; K 296 Radio Diablo; K 295 KCRA; K 111 E. F. Peffer, Stockton.
7. CBS, San Francisco—K 63 KPIX, S. F.; K 59 San Jose TV Bcstg. Co., San Jose; K 300 McClatchy; K 296 Radio Diablo; K 295 KCRA; K 111 E. F. Peffer, Stockton, Cal.; K 266 John Swett Union H. S., Crockett, Cal.; K 267 Castro Valley S. D., Castro Valley, Cal.; K 268 Campbell Union S. D., Campbell, Cal.; K 269 Contra Costa Co. S., Martinez, Cal.; K 270 Ravenwood Ele. S. D., Palo Alto, Cal.; K 271 San Lorenzo Ele. S., San Lorenzo, Cal.; K 272 Acalanes Union H. S.; K 163 San Francisco Bay Area Pub. S. TV Council; K 77 Piedmont Pub. S., Piedmont, Cal.; K 78 Hayward Ele. S.; K 81 Hayward Union H. S. Dist.; K 83 Marin Co. Supt. of Schools, Marin Co., Cal.; K 85 Cal. State Dept. of Ed; K 88 Mt. Eden Ele. S., Mt. Eden, Cal.; K 89 Sonoma Co. S., Santa Rosa, Cal.; K 90 Richmond S., Richmond, Cal.; K 92 Walnut Creek S. D., Walnut Creek, Cal.; K 94 San Mateo Co. S., Redwood City, Cal.; K 95 Los Gatos Union H. S., Los Gatos, Cal.; K 96 San Rafael City S., San Rafael, Cal.; K 97 Irvington S. D., Irvington, Cal.

SUPPORTS F.C.C.

San Francisco,
20. Cogswell Polytechnical College; 21. U. of Calif.; 22. 6th Dist., Calif. Congress of P. & T.

COUNTER PROPOSALS

Pittsburg, Cal.
13. KECC Pittsburg, Calif.

Madera, Calif.
7. CBS, San Francisco—K 111 E. F. Peffer, Stockton; K 63 KPIX, S. F.; K 59 San Jose TV Bcstg. Co., San Jose; K 300 McClatchy; K 296 Radio Diablo; K 295 KCRA.

SUPPORTS F.C.C.

Santa Clara
23. Santa Clara Co. B. of Ed.; 24. U. of Santa Clara.

COUNTER PROPOSALS

San Jose
7. CBS, San Francisco—K 63 KPIX, S. F.; K 59 San Jose TV Bcstg. Co., San Jose; K 300 McClatchy; K 296 Radio Diablo; K 295 KCRA; K 111 E. F. Peffer, Stockton; K 71 ABC.

SUPPORTS F.C.C.

San Jose
25. Standard Radio & TV Co.; 26. San Jose State Col.; 27. San Jose Unified S. Dist.; 28. San Jose City Coun.; 29. San Jose City Council of P. & T.

COUNTER PROPOSALS

Yuba City
14. Yuba City Mills, Yuba City.

GROUP DD

COUNTER PROPOSALS

San Diego
1. Tel. Bcstg., San Diego—K 284 Earle C. Anthony; K 280 ABC.
2. Chas. E. Salik, San Diego—K 284 Earle C. Anthony; K 280 ABC.
3. Airfan Radio Corp., San Diego— K 284 Earle C. Anthony; K 280 ABC.

SUPPORTS F.C.C.

San Diego
14. Board of Ed., San Diego Co.— K 280 ABC.
15. San Diego City S.

Los Angeles
4. College of Medical Evangelists; 5. Chapman College; 6. Occidental College; 7. U. of Southern Calif.; 8. Mount St. Marys College; 9. L. A. State College of Applied Arts & Science; 10. L. A. City College; 11. U. of Calif.

San Bernardino
12. San Bernardino City School; 13. San Bernardino Valley College.

GROUP EE

COUNTER PROPOSALS

Yuma, Ariz.
1. ABC, Los Angeles—K 172 Kennedy Bcstg. Co., San Diego.

SUPPORTS F.C.C.

Tuscon, Ariz.
2. U. of Ariz.

Phoenix, Ariz.
3. Phoenix College.

Sante Fe, N. M.
4. St. Michael's College of Sante Fe.

Albuquerque, N. M.
5. Board of Ed.; 6. U. of New Mex.

GROUP FF

COUNTER PROPOSALS

Amarillo
1. Plains Radio Bcstg., Lubbock.

SUPPORTS F.C.C.

Amarillo
2. Amarillo Public Schools.

COUNTER PROPOSALS

Lubbock
1. Plains Radio Bcstg., Lubbock.

Monahans, Tex.
1. Plains Radio Bcstg., Lubbock.

SUPPORTS F.C.C.

El Paso
3. Independent School Dist.; 4. Texas Western College.

GROUP GG

SUPPORTS F.C.C.

Beaumont
8. Beaumont Bcstg.

COUNTER PROPOSALS

Houston
1. South Texas TV Co., Houston— K 29 Houston Post Co.; K 206 KTBS; K 190 Trinity Bcstg.
2. KTRH and Shamrock Bcstg. Co., Houston—K 29 Houston Post Co.; K 5 Lufkin Amusement Co.; K 205 KTBS; K 190 Trinity Bcstg. Corp.

SUPPORTS F.C.C.

Houston
9. U. of Houston.

COUNTER PROPOSALS

Galveston
1. South Texas TV Co., Houston— K 29 Houston Post Co.; K 206 KTBS; K 190 Trinity Bcstg.
2. KTRH and Shamrock Bcstg., Houston—K 29 Houston Post Co.; K 5 Lufkin Amusement Co.; K 205 KTBS; K 190 Trinity Bcstg.

SUPPORTS F.C.C.

Galveston
10. Independent S. D.

COUNTER PROPOSALS

Port Arthur
1. South Texas TV Co., Houston—K 29 Houston Post Co.; K 206 KTBS; K 190 Trinity Bcstg.
2. KTRH and Shamrock Bcstg., Houston—K 29 Houston Post Co.; K 5 Lufkin Amusement Co.; K 205 KTBS; K 190 Trinity Bcstg.

SUPPORTS F.C.C.

College Station, Tex.
11. A. & M. College of Tex.

Austin
12. U. of Texas.

COUNTER PROPOSALS

San Antonio
3. Lack's Stores, Victoria, Tex.—K 302 Howard W. Davis-Walmac Co.; K 204 Texas State Network, Inc., Fort Worth, Tex.

SUPPORTS F.C.C.

San Antonio
13. Planning Board, San Antonio & Bexar Co.; 13. St. Mary's U. of San Antonio; 13. Trinity U.; 13. Our Lady of the Lake College.

COUNTER PROPOSALS

Victoria, Texas
3. Lack's Stores, Victoria, Tex. — K 302 Howard W. Davis-Walmac Co.; K 204 Texas State Network, Fort Worth.

Fredericksburg, Tex.
2. KTRH and Shamrock Bcstg., Houston—K 29 Houston Post Co.; K 5 Lufkin Amusement Co.; K 205 KTBS; K 190 Trinity Bcstg.

Karnes City, Tex.
2. KTRH and Shamrock Bcstg., Houston—K 29 Houston Post Co.; K 5 Lufkin Amusement Co.; K 205 KTBS; K 190 Trinity Bcstg.

Temple, Tex
4. Bell Bcstg., Temple, Tex.

SUPPORTS F.C.C.

Corpus Christi, Tex.
14. Del Mar College.

COUNTER PROPOSALS

Brownsville
5. Harbenito Bcstg., Harlingen, Tex. —K 107 Brownsville Bcstg.; K 29 Houston Post Co.
6. McAllen TV Co., McAllen, Tex.— K 107 Brownsville Bcstg.
7. Taylor Radio & TV Corp., Weslaco, Tex.—K 19 McAllen Television Co., McAllen, Tex.; K 29 Houston Post Co.; K 107 Brownsville Bcstg.

Harlingen, Tex.
5. Harbenito Bcstg., Harlingen—K 107 Brownsville Bcstg.; K 29 Houston Post Co.

McAllen, Tex.
6. McAllen TV, McAllen, Tex.—K 107 Brownsville Bcstg.

Weslaco, Tex.
7. Taylor Radio & TV, Weslaco, Tex. —K 29 Houston Post Co.; K 19 McAllen Tel. Co., McAllen, Tex.; K 107 Brownsville Bcstg.

GROUP HH

COUNTER PROPOSALS

Breckenridge, Tex.
1. Stephens County Bcstg. Co.—K 190 Trinity Bcstg.

SUPPORTS F.C.C.

San Angelo, Tex.
12. City of San Angelo.

COUNTER PROPOSALS

Sherman, Tex.
2. Sherman TV. Co.
3. Red River Valley Pub.—K 29 Houston Post.
3. Red River Valley Bcstg.—K 190 Trinity Bcstg.

Denton, Tex.
3. Red River Valley Pub., Sherman— K 29 Houston Post.
3. Red River Valley Bcstg., Sherman—K 190 Trinity Bcstg.

SUPPORTS F.C.C.

Denton, Tex.
13. N. Tex. State College.

COUNTER PROPOSALS

Fort Worth, Tex.
4. Trinity Bcstg., Dallas—K 149 KGKB Tyler; K 44 Julius M. Gordon & Assoc.; K 314 Oil Belt Tele.
3. Red River Valley Pub., Sherman— K 29 Houston Post.
3. Red River Valley Bcstg., Sherman—K 190 Trinity Bcstg.

Dallas
4. Trinity Bcstg.—K 44 Julius M. Gordon & Assoc.; K 149 KGKB Tyler.

SUPPORTS F.C.C.

Dallas
14. A. H. Belo Corp.—K 190 Trinity Bcstg.

SUPPORTS F.C.C.

Waco
15. KTWX; 16. Baylor U.

(Continued on page 60)

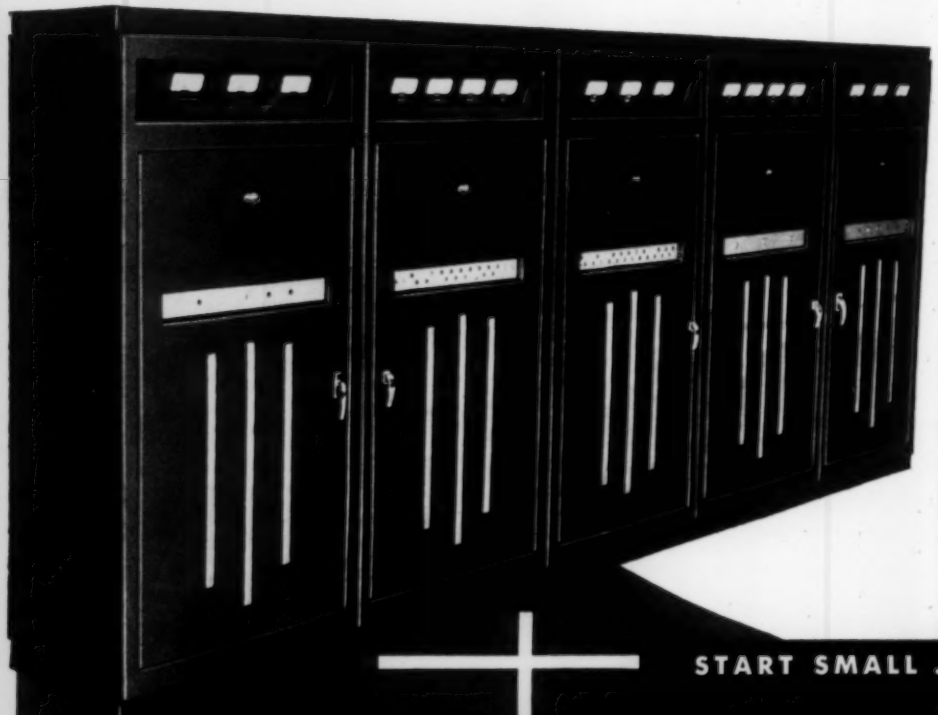
DUMONT

First with the Finest in Television

the leader . . .

NOW AVAILABLE...

5 KW OAK TRANSMITTER



Backed by five years of thorough field experience in air-cooled transmitters, serving both high or low band broadcast operation at maximum operating efficiency.

Illustrated is a model of the 5 KW Oak Transmitter for high band operation in commercial use over eighteen months.

THERE HAS BEEN NO FINAL AMPLIFIER TUBE REPLACEMENT EXPENSE DURING THIS PERIOD.

START SMALL . . . GROW BIGGER

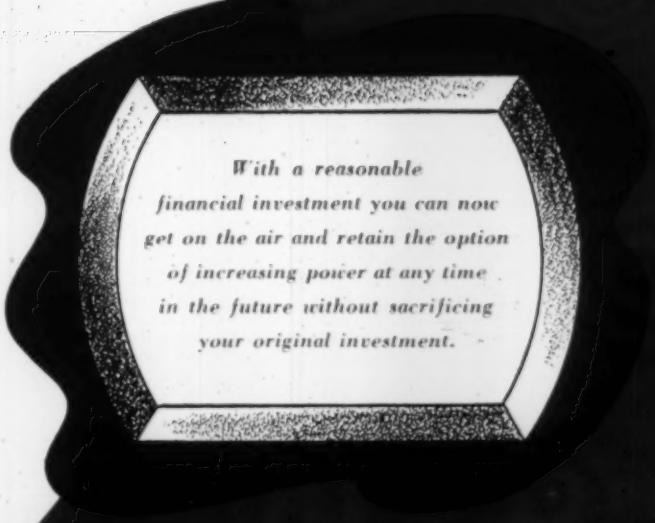
ACORN

5 KW OAK TRANSMITTER

100/200 KW ERP

in low-cost television broadcast operation:

LOW INITIAL COST
LOW INSTALLATION COST
LOW COST TUBE COMPLEMENTS
LOW OPERATING COSTS


With a reasonable financial investment you can now get on the air and retain the option of increasing power at any time in the future without sacrificing your original investment.

- Built-in Band-Pass Indicator.
- Built-in Wobbulator.
- Air-Cooled throughout.
- No external side-band systems required.

For efficiency as well as economy, and backed by five years of proven field use, DU MONT has available the 5 KW Oak Transmitter. Representing an achievement in the field of transmitter design and quality manufacturing, the Oak Series has been engineered to produce the finest transmitting operation at the lowest overall cost. It is completely air-cooled and designed for high or low band operation. The units comprising the series have been especially packaged to adequately equip the majority of television stations across the nation.

For further information on the 5 KW OAK TRANSMITTER, contact your DU MONT representative or write for Bulletin No. TED-T105.

DUMONT

ALLEN B. DU MONT LABORATORIES, INC.
TELEVISION TRANSMITTER DIVISION
Clifton • New Jersey

A wise buyer knows when to act... the informed buyer knows where to buy

Hearing Appearances

(Continued from page 57)

COUNTER PROPOSALS

Waco
4. Trinity Bcstg., Dallas—K 44 Julius M. Gordon & Assoc.: K 314 Oil Belt Tel. Co.; K 149 KGKB, Tyler, Tex.

Weatherford, Tex.
3. Red River Valley Pub. Co., Sherman—K 29 Houston Post Co.
3. Red River Valley Bcstg., Sherman—K 190 Trinity Bcstg.

Waxahachie, Tex.
3. Red River Valley Pub. Co., Sherman—K 29 Houston Post Co.
3. Red River Valley Bcstg., Sherman—K 190 Trinity Bcstg.

Hillsboro, Tex.
3. Red River Valley Pub. Co., Sherman—K 29 Houston Post Co.
3. Red River Valley Bcstg., Sherman—K 190 Trinity Bcstg.

SUPPORTS F.C.C.

Texarkana, Tex.
7. Texarkana Public S.

COUNTER PROPOSALS

Tyler, Tex.
8. Hoyt B. Wooten, Memphis; 9. Tuscoloosa Bcstg., Tuscaloosa, Ala.; 4. Trinity Bcstg. Corp., Dallas—K 44 Julius M. Gordon & Assoc.: K 314 Oil Belt Television Co.

Longview, Tex.
5. East Texas TV Co., Longview, Tex.—K 46 Julius M. Gordon & Asso.; K 33 Forest Capital Bcstg. Co., Lufkin, Tex.; K 190 Trinity Bcstg.
6. Voice of Longview, Longview, Tex.—K 22 East Texas Tel. Co., Longview, Tex.; K 21 Sherman Tel. Co., Sherman.

Lufkin, Tex.
5. East Texas TV Co., Longview, Tex.—K 46 Julius M. Gordon & Assoc.; K 33 Forest Capital Bcstg. Co., Lufkin, Tex.; K 190 Trinity Bcstg.
4. Trinity Bcstg., Dallas—K 44 Julius M. Gordon & Assoc.: K 314 Oil Belt Tel. Co.; K149 KGKB, Tyler, Tex.

GROUP II

COUNTER PROPOSALS

Lawrence, Kan.
1. Midland Bcstg. Co., KCMO, WHB, Kansas City—K 234 Pittsburg Bcstg.; K 58 U. of Kansas, Lawrence.
2. WQUA, Moline, Ill.—K 144 Pittsburg Bcstg.

SUPPORTS F.C.C.

Lawrence, Kan.
12. U. of Kansas; 13. Lawrence P. S.

COUNTER PROPOSALS

Pittsburg, Kan.
1. Midland Bcstg., KCMO, WHB, Kansas City—K 234 Pittsburg Bcstg.; K 58 U. of Kansas, Lawrence; K 144 Pittsburg Bcstg.
2 WQUA, Moline, Ill.—K 144 Pittsburg Bcstg.

Wichita, Kan.
3. Wichita Beacon Bcstg., Wichita, Kan.; 4. Taylor Radio & TV Corp., Wichita—K 198 Cameron Tel. Inc., Tulsa; K 330 Wichtex Radio & TV Co., Wichita Falls, Tex.
5. KFBI Wichita—K 198 Cameron Tel., Tulsa; K 330 Wichtex Radio & TV Co., Wichita Falls, Tex.

Dodge City, Kan.
4. Taylor Radio & TV Corp., Wichita—K 198 Cameron Tel., Tulsa.
5. KFBI Wichita—K 198 Cameron Tel., Tulsa.
6. KTOK Oklahoma City.

SUPPORTS F.C.C.

Manhattan, Kan.
14. Kansas State College.

Topeka, Kan.
15. Washburn Municipal U.

COUNTER PROPOSALS

Wichita Falls, Tex.
4. Taylor Radio & TV Corp., Wichita—K 198 Cameron Tel., Tulsa; K 330 Wichtex Radio & TV Co., Wichita Falls, Tex.
5. KFBI Wichita—K 198 Cameron Tel., Tulsa; K 330 Wichtex Radio & Television Co.

Tulsa
4. Taylor Radio & TV Corp., Wichita—K 198 Cameron Tel., Tulsa.
5. KFBI Wichita, Kan.—K 198 Cameron Tel., Tulsa.
7. WKY Oklahoma City—K 214 All Oklahoma Bcstg. Co.
8 All Oklahoma Bcstg. Co., Tulsa; 9. Southwestern Sales Corp., Tulsa.

Oklahoma City
7. WKY Oklahoma City—K 214 All Oklahoma Bcstg. Co.
6. KTOK Oklahoma City.

SUPPORTS F.C.C.

Oklahoma City
16. City of Oklahoma City; 17. Board of Education; 18. Superintendent of Schools.

COUNTER PROPOSALS

Lawton, Okla.
4. Taylor Radio & TV Corp., Wichita—K 198 Cameron Television, Inc., Tulsa.
5. KFBI Wichita—K 198 Cameron Television, Inc., Tulsa.
10. Southwestern Sales Corp., Tulsa; 6. KTOK Oklahoma City; 22. Trinity Bcstg. Corp., Dallas—K 149 KGKB, Tyler, Tex.; K 44 Julius M. Gordon & Assoc., Lufkin, Tex.: K 314 Oil Belt TV Co., Breckenridge, Tex.

COUNTER PROPOSALS

Muskogee, Okla.
9. Southwestern Pub. Co., Fort Smith, Ark.; 7. WKY Oklahoma City—K 214 All Oklahoma Bcstg.
8. All Oklahoma Bcstg., Tulsa.

Elk City, Okla.
Southwestern Sales Corp., Tulsa; 6. KTOK Oklahoma City.

Woodward, Okla.
6. KTOK Oklahoma City.

Norman, Okla.
11. U. of Oklahoma.

SUPPORTS F.C.C.

Lawton, Okla.
19. Cameron State Agricultural College.

Wichita Falls, Tex.
20. Rowley Brown Bcstg. Co.; 21. Midwestern U.

GROUP JJ

COUNTER PROPOSALS

Cookeville, Tenn.
1. WHUB, Cookeville, Tenn.—K 38 Fort Industry Co., Atlanta; K 10 Capitol Bcstg. Co., Nashville.

Nashville
2. WLAC Bcstg. Service & WSIX Bcstg. Sta., Nashville; 3. Capital Bcstg., Nashville.

Jackson, Tenn.
4. Hoyt B. Wooten, Memphis; 5. Tuscaloosa Bcstg. Co., Tuscaloosa, Ala.

Memphis
4. Hoyt B. Wooten, Memphis; 5. Tuscaloosa Bcstg. Co., Tuscaloosa, Ala.

Baton Rouge, La.
6. Baton Rouge Bcstg., Baton Rouge, La.—K 53 Loyola U.

New Orleans
6. Baton Rouge Bcstg. Co., Inc., Baton Rouge, La.; 7. Loyola U., New Orleans—KE 80 Orleans Parish School Board; K 29 Houston Post Co., Houston.

Houma, La.
8. Charles W. Lamar, Jr., Houma, La.—K 86 Loyola U.

Alexandria, La.
4. Hoyt B. Wooten, Memphis; 5. Tuscaloosa Bcstg., Tuscaloosa, Ala.

Monroe, La.
5. Tuscaloosa Bcstg., Tuscaloosa, Ala.; 4. Hoyt B. Wooten, Memphis—K 29 Houston Post Co., Houston.

Shreveport, La.
4. Hoyt B. Wooten, Memphis—K 29 Houston Post Co., Houston.
9. Voice of Longview, Longview, Tex.—K 21 Sherman Tel. Co., Sherman, Tex.; K 22 East Texas Tel., Longview, Tex
5. Tuscaloosa Bcstg., Tuscaloosa, Ala.

Pine Bluff, Ark.
5 Tuscaloosa Bcstg., Tuscaloosa, Ala.; 4 Hoyt B. Wooten, Memphis.

El Dorado, Ark.
9. Voice of Longview, Longview, Tex.—K 21 Sherman Tel. Co., Sherman, Tex.; K 22 East Texas Tel. Co., Longview, Tex.
5. Tuscaloosa Bcstg., Tuscaloosa, Ala.; 4. Hoyt B. Wooten, Memphis.

Fort Smith, Ark.
10. Southwestern Pub. Co., Fort Smith, Ark.— K 153 All Oklahoma Bcst. Co.
5. Tuscaloosa Bcstg., Tuscaloosa, Ala.; 4. Hoyt B. Wooten, Memphis.

Blytheville, Ark.
4. Hoyt B. Wooten, Memphis—K 238 Harold Sudbury.
5. Tuscaloosa Bcstg., Tuscaloosa, Ala.

Little Rock, Ark.
4. Hoyt B. Wooten, Memphis; 5. Tuscaloosa Bcstg., Tuscaloosa, Ala.

Jonesboro, Ark.
4. Hoyt B. Wooten, Memphis; 5. Tuscaloosa Bcstg., Tuscaloosa, Ala.

Hot Springs, Ark.
4. Hoyt B. Wooten, Memphis; 5. Tusaloosa Bcstg. Co., Tuscaloosa, Ala.

SUPPORTS F.C.C.

N. Little Rock, Ark.
11. Mayor, North Little Rock, Ark.

Fayetteville, Ark.
12. U. of Ark.

Memphis
13. Southwestern at Memphis.

Nashville
14. Vanderbilt U.

New Orleans
15. Tulane U.
16. Xavier U. of La.

Lake Charles, La.
17. Joint Com. on Ed. TV.
18. Calcasieu Bcstg.

Baton Rouge, La.
19. Louisiana State U. & A. and M. College.

Shreveport, La.
20. International Bcstg.

GROUP KK

COUNTER PROPOSALS

Pensacola, Fla.
1. Tuscaloosa Bcstg., Tuscaloosa, Ala.; 2. Deep South Bcstg., Montgomery, Ala.; 3. Lamar Life Ins., Jackson, Miss.

Mobile, Ala.
3. Lamar Life Ins., Jackson, Miss.—K 181 Kenneth R. Giddens & T. J. Rester; K 29 Houston Post Company, Houston, Texas.
1. Tuscaloosa Bcstg., Tuscaloosa, Ala.

Montgomery, Ala.
2. Deep South Bcstg., Montgomery, Ala.—K 56 Loyola U.

University, Ala.
4. Spartan Radiocasting Co., Spartanburg, S. C.; 5. Johnston Bcstg., Birmingham, Ala.; 1. Tuscalcosa Bcstg., Tuscaloosa, Ala.—KE 93 U. of Alabama.
6. Voice of Dixie, Birmingham, Ala.
2. Deep South Bcstg., Montgomery.—KE 93 U. of Alabama.

Tuscaloosa, Ala.
1. Tuscaloosa Bcstg., Tuscaloosa, Ala.—K 100 Pape Broadcasting, Mobile, Ala.; K 329 Meridian Bcstg.

Birmingham, Ala.
5. Johnston Bcstg., Birmingham, Ala.—K 329 Meridian Bcstg.
6. Voice of Dixie, Birmingham, Ala.

Biloxi, Miss.
2. Deep South Bcstg., Montgomery, Ala.—K 56 Loyola U.

Hattiesburg, Miss.
7. Baton Rouge Bcstg., Baton Rouge, La.—K 53 Loyola U.

Meridian, Miss.
7. Baton Rouge Bcstg., Baton Rouge, La.; 8. Meridian Bcstg., Meridian, Miss.; 6. Voice of Dixie, Birmingham, Ala.—K 329 Meridian Bcstg.
2. Deep South Bcstg., Montgomery, Ala.—K 329 Meridian Bcstg.

State College, Miss.
4. Spartan Radiocasting, Spartanburg, S. C.; 5. Johnston Bcstg., Birmingham, Ala.; 1. Tuscaloosa Bcstg., Tuscaloosa, Ala.; 6. Voice of Dixie, Birmingham, Ala.; 9. Hoyt B. Wooten, Memphis, Tenn.

West Point, Miss.
1. Tuscaloosa Bcstg., Tuscaloosa, Ala.; 6. Voice of Dixie, Birmingham, Ala.

Jackson, Miss.
3. Lamar Life Ins., Jackson, Miss.; —K 181 Kenneth R. Giddens & T. J. Rester; K 29 Houston Post, Houston, Texas.

SUPPORTS F.C.C.

University, Ala.
1. U. of Alabama.

Mobile, Ala.
11. Mobile Public Schools.

Birmingham, Ala.
12. Birmingham Bcstg.

State College, Miss.
13. Mississippi State College.

GROUP LL

COUNTER PROPOSALS

Miami, Fla.
1. Miami Bcstg., Miami, Fla.; 2. Gore Publishing Co., Fort Lauderdale, Fla.—K 135 Miami Bcstg., Miami, Fla.; K 327 WKAT Miami, Fla.
3. Isle of Dreams Bcstg., Miami, Fla.; 4. Fort Industry Co., Miami, Fla.—KE 114 Dade County Board of Public Instruction.
5. WKAT Miami Beach, Fla.

Fort Lauderdale, Fla.
2. Gore Publishing Co., Fort Lauderdale, Fla.—K 135 Miami Bcstg., Miami, Fla.; K 101 Fort Industry Co.; K 327 WKAT, Inc.

West Palm Beach, Fla.
1. Miami Bcstg., Miami, Fla.; 2. Gore Publishing Co., Fort Lauderdale, Fla.—K 135 Miami Bcstg., Miami, Fla.
3. Isle of Dreams Bcstg., Miami, Fla.—K 195 WJNO West Palm Beach.
4. Fort Industry Co., Miami, Fla.—K 217 Ken-Sell, West Palm Beach; K 195 WJNO, Inc., West Palm Beach.
5. WKAT Miami Beach.

Fort Myers, Fla.
1. Miami Bcstg., Miami, Fla.; 2. Gore Publishing Co., Fort Lauderdale, Fla.; 3. Isle of Dreams Bcstg., Miami, Fla.; 4. Fort Industry Co., Miami, Fla.; 5. WKAT Miami Beach, Fla.

Fort Pierce, Fla.
4. The Fort Industry Co., Miami, Fla.

Tampa-St. Petersburg, Fla.
3. Isle of Dreams Bcstg., Miami; 5. WKAT Miami Beach; Tampa Times Co.—KE 242 Pinellas Bcstg., St. Petersburg, Fla.; KE 79 Hillsborough County School System, Hillsborough City, Fla.

Orlando, Fla.
3. Isle of Dreams Bcstg., Miami; 6. Central Florida Bcstg., Orlando, Fla.—K 35 City of Jacksonville, Fla.; K 327 WKAT Miami Beach.
5. WKAT Miami Beach.

Daytona Beach, Fla.
7. City of Jacksonville, Fla.—K 13 News Journal, Daytona Beach.
3. Isle of Dreams Bcstg., Miami—K 13 News Journal, Daytona Beach.
6. Central Florida Bcstg., Orlando, Fla.—K 35 City of Jacksonville; K 13 News Journal, Daytona Beach.
5. WKAT Miami Beach—K 13 News Journal, Daytona Beach.

Jacksonville, Fla.
7. City of Jacksonville; 3. Isle of Dreams Bcstg. Miami; 8 Jacksonville Bcstg. Corp.—K 47 Tribune Company, Tampa.

Tallahassee, Fla.
7. City of Jacksonville.

Thomasville, Ga.
7. City of Jacksonville, Fla.

SUPPORTS F.C.C.

Miami, Fla.
9. City of Miami.

Coral Gables, Fla.
10. U. of Miami.

Dade County (Miami), Fla.
11. Dade County Bd. of Public Instruction.

West Palm Beach, Fla.
12. Board of Public Instruction.

Jacksonville, Fla.
13. Duval County Board of Public Instruction.

Tallahassee, Fla.
14. Florida State U.

OPPOSES F.C.C.

Tampa, Fla.
15.The Tribune Co.—KE 265 Pinellas County School System, Pinellas City, Fla.; KE 242 Pinellas Bcstg., St. Petersburg; KE 79 Hillsborough County School System, Hillsborough City, Fla.

Gainsville, Fla.
16. U. of Florida.

GROUP MM

COUNTER PROPOSALS

Atlanta, Ga.
1. Radio Athens, Athens, Ga.—K 20 Bd. of Regents, Univ. System of Georgia.
2. Bd. of Regents, Univ. System of Ga.

Macon, Ga.
3. Southeastern Bcstg. Co. and Middle Georgia Bcstg. Co., Macon, Ga. (joint petition—K 332 City of Columbia, S. C.; K 173 Marseco Broadcasting; K 339 Palmetto Broadcasting; K 129 The Broadcasting Co. of the South; K 20 Bd. of Regents, Univ. System of Georgia.

Athens, Ga.
1. Radio Athens, Athens, Ga.—K 203 Broadcasting, Inc.; KE 318 U. of Georgia; K 72 WJHL Johnson City, Tenn.

Augusta, Ga.
4. The Bcstg. Co. of the South and Inter-city Advertising Co., Charlotte, N. C.—K 288 Radio Augusta, Inc.

Rome, Ga.
5. Spartan Radiocasting, Spartanburg, S. C.

Chattanooga, Tenn.
5. Spartan Radiocasting, Spartanburg, S. C.

Knoxville, Tenn.
5. Spartan Radiocasting, Spartanburg, S. C.; 6. U. of Tennessee.

Kingsport, Tenn.
7. Kingsport Bcstg., Kingsport, Tenn.

Spartanburg, S. C.
5. Spartan Radiocasting, Spartanburg, S. C.—K 332 City of Columbia, S. C.; K 173 Marseco Broadcasting; K 129 Broadcasting Co. of the South.

Columbia, S. C.
5. Spartan Radiocasting, Spartanburg, S. C.—K 173 Marseco Broadcasting; K 129 Broadcasting Co. of the South; K 339 Palmetto Broadcasting Corp.
4. Broadcasting Co. of the South and Inter-city Advertising Co., Charlotte, N. C.,

Charleston, S. C.
4. Broadcasting Co. of the South and Inter-city Advertising Co., Charlotte, N. C.

Charlotte, N. C.
4. Broadcasting Co. of the South and Inter-city Advertising Co., Charlotte, N. C.

Wilmington, N. C.
4. Broadcasting Co. of the South and Inter-city Advertising Co., Charlotte, N. C.

Chapel Hill

Raleigh
WSAZ, Inc., Huntington, W. Va.; K 121 WPTF Radio Co.

Winston-Salem, N. C.
8. Piedmont Publishing, Winston-Salem—K 240 High Point Enterprises, N. C.; K 137 Havens & Martin, Inc.
9. Winston-Salem Bcstg. Co.—K 240 High Point Enterprises, Inc.; K 137 Havens & Martin, Inc.
Bristol, Va.
10. Appalachian Bcstg. Corp., Bristol, Va.

SUPPORTS F.C.C.

Atlanta, Ga.
11. City of Atlanta; 12. Atlanta Public School System.
Athens, Ga.
13. U. of Georgia.
Atlanta, Ga.
14. Atlanta Newspapers; 15. Fort Industry Co.
Macon, Ga.
16. Wesleyan College.
Chattanooga, Tenn.
17. Chattanooga Public School System; 18. Mayor, City of Chattanooga.
Bristol, Tenn.
19. WOPI.
Knoxville, Tenn.
20. Fulton High School.
Greenville, S. C.
21. Greenville City Schools; 22. Furman U.
Clemson, S. C.
23. Clemson Agricultural College.
Chapel Hill, N. C.
24. The Consolidated U. of N. C.
Greensboro, N. C.
24. The Consolidated U. of N. C.; 25. Bd. of Trustees of the Greensboro Admin. Sch. Unit.
Raleigh, N. C.
24. The Consolidated U. of N. C.; 26. Meredith College; 27. Raleigh Public School System; 28. City of Raleigh; 29. WPTF; 30. Capitol Bcstg. Co.
Wilmington, N. C.
31. Wilmington College; 32. City of Wilmington.
Durham, N. C.
33. Durham City Schools; 34. Durham Bcstg. Enterprises.
Winston-Salem, N. C.
35. Winston-Salem Teachers College.
Asheville, N. C.
36. Skyway Bcstg. Corp.
Danville, Va.
37. Piedmont Bcstg. Corp.
Blacksburg, Va.
38. Va. Polytechnic Inst.

OPPOSES F.C.C.

Greenville, S. C.
39. Greenville News-Piedmont Co.

GROUP NN

COUNTER PROPOSALS

Charlottesville, Va.
1. City of Charlottesville et al. (WCHV)—K 256 Louis H. Peterson.
Richmond, Va.
2. Larus & Bros., Richmond, Va.—K 256 Louis H. Peterson.
3. Shenandoah Valley Bcstg. Corp., Harrisonburg, Va.; 4. WTAR Norfolk, Va.; 5. Richmond Newspapers—K 256 Louis H. Peterson.
Harrisonburg, Va.
3. Shenandoah Valley Bcstg. Corp., Harrisonburg, Va.—K 222 Radio Cincinnati, Cincinnati, Ohio.
Petersburg, Va.
5. Richmond Newspapers, Richmond, Va.; 2. Larus & Bros., Richmond, Va.; 1. City of Charlottesville, Va.
Newport News, Va.
6. Hampton Roads Bcstg., Newport News, Va.—K 82 Commonwealth Bcstg. Corp., Norfolk, Va.; K 1 Beachview Bcstg. Co., Norfolk, Va.
Norfolk-Portsmouth, Va.
3. Shenandoah Valley Bcstg., Harrisonburg, Va.; 4. WTAR Norfolk, Va.—K 196 A. S. Abell Co., Baltimore.
6. Hampton Roads Bcstg., Newport News, Va.—K 196 A. S. Abell Co., Baltimore; K 82 Commonwealth Bcstg. Corp., Norfolk, Va.; K 1 Beachview Bcstg. Co., Norfolk, Va.

SUPPORTS F.C.C.

Norfolk-Portsmouth, Va.
7. City of Portsmouth; 8. School Bd., City of Norfolk; 9. The College of William & Mary; 10. Va. Polytechnic Inst. of Norfolk.
Richmond, Va.
11. City of Richmond; 12. Havens & Martin, Inc.
Charlottesville, Va.
13. U. of Virginia.
Lynchburg, Va.
14. Old Dominion Bcstg. Corp.

INDEX OF OPPOSITIONS

To Counter Proposals

K1 Beachview Bcstg. Co., Norfolk, Va.—Hampton Roads.
K2 Lufkin Amusement Co., Beaumont, Tex.—South Texas TV Co.
K3 Grandview, Inc., Manchester, N. H.—Matheson.
K4 Lufkin Amusement Co., Beaumont, Tex.—DuMont.
K5 Lufkin Amusement Co.—KTRH & Shamrock.
K6 WJIM Lansing, Mich.—Wisconsin Bcstg. Hearst, Milwaukee Bcstg.
K7 Black Hawk Bcstg. Co., Waterloo, Iowa—Gazette Co., Quad City, Champaign, So. Minn., N. W. Bcstg., CBS.
K8 Green Bay Newspaper Co., Green Bay, Wis.—Milwaukee Bcstg., Wis. Bcstg., Hearst, Music Bcstg., CBS.
K9 Maumee Valley Bcstg. Co., Toledo, Ohio—Wayne U., Detroit Bd. Ed.
K10 Capitol Bcstg. Co., Nashville, Tenn.—WHUB.
K11 WJIM Lansing, Mich.—CBS.
K12 WJIM—Bay Bcstg. Co.
K13 News Journal, Daytona Beach, Fla.—City Jacksonville, Isle of Dreams, WKHT Inc., Central Fla., DuMont.
K14 International Bcstg. Corp., Shreveport, La.—DuMont.
K15 Stromberg-Carlson Co., Rochester, N. Y.—Greylock.
K16 WJIM Lansing, Mich.—Booth.
K17 Tri-City Bcstg. Co., Wheeling, W. Va.—DuMont.
K18 Corpus Christi Bcstg. Co., Corpus Christi, Tex.—FCC.
K19 McAllen Television Co., McAllen, Texas—Taylor Radio & TV.
K20 Bd. of Regents, Univ. System of Georgia DuMont, Radio Athens, S. E. Bcstg.
K21 Sherman Television Co., Sherman, Tex.—KFRO.
K22 East Texas Television Co., Longview, Tex.—KFRO.
K23 Courier Post Publishing Co., Hannibal, Mo.—Keokuk Bcstg.
K24 WWSW Pittsburgh—Matta.
K25 WWSW Pittsburgh—Tri-City.
K26 Bell Telephone Labs.—DuMont.
KE27 Universal Bcstg. Co., Indianapolis CBS., Ohio State U.
K28 KFAB Omaha—Midland, KCMO, WHB.
K29 Houston Post Co., Houston, Tex.—WWL, KTRH, WMPS & WRGC, So. Tex., KGBS, WJDX, KRGB, DuMont, Red River Valley.
KE30 Clarksburg Bcstg. Co., Clarksburg, W. Va.—Ohio State U.
K31 Mid-Continent Radio-Television, Inc., Minneapolis, Minn.—N. W. Bcstg.
KE32 Philadelphia Bd. of Public Education—Commercial Radio Co.'s of Phila.
K33 Forest Capital Bcstg. Co., Lufkin, Tex.—E. Texas TV.
K34 Monona Bcstg. Co., Madison, Wis.—Radio Wis.
K35 Miami Valley Bcstg. Corp., Dayton, Ohio—DuMont.
K36 City of Jacksonville, Fla.—Central Fla.
K37 Fort Industry Co., Wheeling, W. Va.—KQV, WJAS, WCAE, KDKA.
K38 Fort Industry Co., Atlanta, Ga.—WHUB.
K39 Tri-City Bcstg. Co., Wheeling, W. Va.—KDKA.
K40 Tri-City Bcstg. Co.—Washington Bcstg.
K41 Tri-City Bcstg. Co.—WSTV.
K42 Tri-City Bcstg. Co.—WCAE.
K43 Tri-City Bcstg. Co.—WJAS.
K44 Julius M. Gordon & Assocs., Lufkin, Tex.—Trinity Bcstg.
K45 Cowles Bcstg. Co., Boston, Mass.—Enterprise Pub. Co.
K46 Julius M. Gordon & Assocs., Lufkin, Tex.—East Texas.
K47 Tribune Company, Tampa, Fla.—Jacksonville Bcstg.
KE48 State Board of Agriculture, Michigan State College, E. Lansing, Mich.—Logansport WSAL, Owensboro WVJS.
KE49 State Board of Agriculture, Michigan State College—Trebit Corporation, WFDF.
KE50 State Board of Agriculture, Michigan State College—WJR.
KE51 State Board of Agriculture, Michigan State College—DuMont.
KE52 State Board of Agriculture, Michigan State College—Twin Valley.
KE53 Loyola U., New Orleans, La.—Baton Rouge Bcstg.
KE54 WTOP Washington—JCET.
KE55 Binghamton Bcstrs., Inc., Binghamton, N. Y.—Phila., Pa. Bcstg. Co., Daily News TV Co.
KE56 Loyola U., New Orleans, La.—Deep South Bcstg. Co.
K57 Independent Bcstg. Co., Minneapolis, Minn.—So. Minn. Supply.
KE58 U. of Kansas—Midland, KCMO, WHB.
K59 San Jose TV Bcstg. Co., San Jose, Calif.—CBS.
KE60 Johnson Kennedy Radio Corp., Chicago—Lake Bcstg., Pub. Schools Gary, Telegraph Herald, DuMont.
K61 KPIX San Francisco—KARM & McClatchy.
K62 Appalachian Bcstg. Corp., Bristol, Va.—DuMont
K63 KPIX San Francisco—TV Calif. CBS.
K64 WDOD Bcstg. Corp., Chattanooga, Tenn.—DuMont.
K65 WJIM Lansing—WJR.
K66 WJIM Lansing—DuMont.
K67 Radio Voice of New Hampshire, Manchester, N. W.—Matheson, DuMont, CBS.
K68 Evening News Assns., Detroit—DuMont.
K69 Evansville Television Inc., Evansville, Ind.—Quad City.
K70 ABC New York—Binghamton Bcstrs.
K71 ABC, San Francisco—DuMont KARM, McClatchy.
K72 WJHL Johnson City, Tenn.—Rodio Athens, DuMont.
K73 WBVP Beaver Falls, Pa.—Cleveland Group, WCAE, Pgh. Radio Supply House.
KE74 Bd. of Education, Akron City School District, Akron, Ohio—Wooster Rep. Ptg. Co.
KE75 Greenville City Schools, Greenville, S. C.—Bob Jones U.
KE76 Bd. of Education of Louisville, Ky. and Louisville Free Public Library—Radio Ky. Inc.
KE77 Public Schools, Piedmont, Calif.—CBS, KROW.
KE78 Elementary Schools, Hayward, Calif.—CBS, KROW.
KE79 County School System, Hillsborough City, Fla.—Tampa Times, Tribune Co.
KE80 Orleans Parish School Board, New Orleans, La.
KE81 Union High School District, Hayward, Calif.,—CBS, KROW.
K82 Commonwealth Bcstg. Corp., Norfolk, Va.—Hampton Roads Bcstg. Corp.
KE83 Supt. of Schools, Marin County, Calif.—CBS, KROW.
K84 Peoples Bcstg Co., Lancaster, Pa.—Pa. Bcstg. Co., Chamber Commerce, Phila., Pa., City of Phila., Daily News TV Co.
KE85 Calif. State Dept. of Education—CBS, KROW.
KE86 Loyola U., New Orleans, La.—Charles W. Lamar, Jr.
K87 Clark Assocs., Binghamton, N. Y.—Pa. Bcstg. Co.
KE88 Elementary School, Mt. Eden, Calif.—CBS, KROW.
KE89 Sonoma County Schools, Santa Rosa, Calif.—CBS, KROW.
KE90 Richmond Schools, Richmond, Calif.—CBS, KROW.
K91 Clark Assocs., Binghamton, N. Y.—WAGE, Onondaga Bcstg.
KE92 School District, Walnut Creek, Calif.—CBS, KROW.
KE93 U. of Alabama—Voice of Dixie.
KE94 San Mateo County Schools, Redwood City, Cal.—CBS, KROW.
KE95 Union High School, Los Gatos, Cal.—CBS, KROW.
KE96 City Schools, San Rafael, Calif.—CBS, KROW.
KE97 School District, Irvington, Calif.—CBS, KROW.
KE98 State Bd. of Agriculture, Michigan State College—Quad City Bcstg. Corp.
K99 Tri-City Bcstg., Wheeling, W. Va.—Alleghany Bcstg. Corp.
K100 Pape Bcstg., Mobile, Ala.—Tuscaloosa Bcstg.
K101 Fort Industry Co., Miami—Gore Publ. Co.
K102 Fort Industry Co., Miami—DuMont.
K103 Fort Industry Co., Toledo—DuMont.
K104 Adrian Bcstg. Co., Adrian, Mich.—DuMont.
KE105 Adrian Bcstg. Co., Adrian, Mich.—Wayne Univ., Detroit Bd Ed.
K106 Fisher's Blend Station, Seattle—Twin City Bcstg.
K107 Brownsville Bcstg., Brownsville, Tex.—Harbenito Bcstg. Co., McAllen TV Co., Taylor Radio & TV Corp.
K108 Red River Valley Publ. Co., Sherman, Tex.—DuMont.
K109 Tri-County Bcstg., DuBois—Cleveland Bcstg. Inc., U.B.C., WGAR, WWJ.
K110 Bell Bcstg. Co., Temple Tex.—DuMont.
K111 E. F. Peffer, Stockton, Calif.—KROW, CBS, TV Calif., Tribune Bldg. Co.
K112 Milton J. Hinlein, Sedalia, Mo.—Quad City.
K113 Cowles Bcstg. Co., Des Moines—Davenport Bcstg.
KE114 Dade County Bd. of Public Instruction, Fla.—Ft. Industry.
KE115 Toledo Blade Co., Toledo—Wayne U. & Bd. of Ed.
K117 WTAG Worcester, Mass.—Matheson, Travelers, Hampden-Hampshire, CBS, DuMont, Cherry & Webb.
K118 Fetzer Bcstg. Co., Kalamazoo, Mich.—DuMont.
K119 Fort Industry, Wheeling, W. Va.—DuMont.
K120 Central Bcstg. Co., Davenport, Iowa—CBS, Wisc. Bcstg., Hearst, Milwaukee Bcstg.
K121 WPTF Raleigh, N. C.—DuMont, WSAZ.
K122 Fort Industry Co., Wheeling, W. Va.—Valley Bcstg.
K123 Fort Industry Co., Wheeling, W. Va.—Washington Bcstg.
KE124 Mid-Hudson Bcstrs., Poughkeepsie, N. Y.—Dartmouth College, Bd. Regents, N. Y.
K125 Rock Island Bcstg. Co., Rock Island, Ill.—Independent Bcstg. Co.
K126 Outlet Co., Providence, R. I.—CBS, Hampden-Hampshire, Travelers, Matheson, WTAG, DuMont.
K127 Rockford Bcstrs., Inc., Rockford, Ill.—CBS, L. B. Wilson.
K128 WKNE Keene, N. H.—DuMont.
K129 Bcstg. Co. of the South, Columbia, S. C.—DuMont, SE Bcstg. Co., Mid. Ga., Spartan.
K130 Dispatch Printing Co., Columbus, Ohio—Wm. Block, Twin Valley, L. B. Wilson.
K131 WCNT Centralia, Ill.—Peoria Bcstg., Champaign News-Gazette, DuMont.
K132 Summit Radio Corp., Akron, Ohio—Wooster Republican.
K133 Greater Huntington Radio Corp., Huntington, W. Va.—WSAZ, L. B. Wilson, DuMont, Shenandoah Valley.
KE134 Greater Huntington Radio Corp.—Ohio State U.
K 135 Miami Bcstg. Co., Miami—Gore Publ. Co.
K136 Tri-State Telecasting Corp., Chattanooga, Tenn.—DuMont.
K137—Havens & Martin, Inc., Richmond, Va.—DuMont, Winston-Salem Bcstg., Piedmont Pub.
KE138 Booth Radio & TV Stations, Flint, Mich.—Bay City Pub. Schs., Saginaw Bcstg. Co., Mich. State College, Wayne U. & Bd. of Ed., Detroit.
K139 Travelers Bcstg. Service Corp., Hartford, Conn.—CBS, WTAG, Hampden-Hampshire, Thames Bcstg. Corp., Cherry & Webb, Outlet Co., Matheson, Regional TV, Greylock, DuMont, Elm City Brockway Co.
KE140 William H. Block Co., Indianapolis, Ind.—Logansport Bcstg. Co., Owensboro on the Air, Ohio State U., L. B. Wilson, CBS, So. Ill. U.
K141 WPIX New York—CBS, DuMont, Bremer Bcstg.
K142 WAVZ New Haven, Conn.—Hartford Times.
K143 WFBM Indianapolis—L. B. Wilson.
K144 Pittsburg Bcstg. Co., Pittsburg, Kans.—Quad City.
KE145 NBC—Indiana Tech., Telegraph Herald, Pa. Bcstg. Co., DuMont, Radio Va.
KE146 Radio Indianapolis—Ohio State, L. B. Wilson, CBS.
K147 KING Seattle—Twin City, Central Williamette.
KE148 WBRK-Greylock Bcstg. Co., Pittsfield, Mass.—Hampden-Hampshire, Travelers Bcstg., Thames Bcstg., DuMont, Cornell, Buffalo Courier Express et al.
K149 KGKB Tyler, Tex.—Trinity Bcstg.
K150 WJZ-TV, WDEL, WMAL-TV—Chamber of Commerce Phila., City of Phila., Daily News, Hearst.
K151 Williamson Bcstg. Co., Williamson, W. Va.—DuMont.
K152 Ken-Sell Inc., West Palm Beach, Fla.—DuMont.
K153 All Oklahoma Bcstg. Tulsa—SW Pub. Co.
KE154 Booth Radio & TV Stations, Inc., Milwaukee, Wisc.—CBS, Educational Reservation.
K155 Lewiston-Auburn Bcstg. Corp., Lewiston, Me.—Hartford Times.
K156 Scripps-Howard Inc., Cleveland—Bay City.
K157 Scripps-Howard Inc., Cleveland—Music Bcstg. Co.
K158 Scripps-Howard Inc., Cleveland—L. B. Wilson.
K159 Independent Bcstg. Co., Des Moines—Davenport Bcstg. Co., Telegraph Herald.
KE161 WFBM Indianapolis—So. Ill. U.
K162 Lebanon Bcstg. Co., Lebanon, Pa.—Eastern Radio Corp.
KE163 San Francisco Bay Area Public Schools TV Council—CBS & KROW.
K164 Matheson Radio Co., Boston—Hartford Times.
K165 WCAE Pittsburgh—WERE, WHK, WGAR, WSW.
K166 WCAE—CBS.
K167 WCAE—WSTV-TV.
K168 WCAE—L. B. Wilson.
K169 WCAE—Tri-City.
KE170 Buffalo Courier-Express, Inc., WGR & WKBW Buffalo—Cornell.
KE171 Allen B. DuMont Lab.—General.
K172 Kennedy Bcstg., San Diego—ABC, KIST.
K173 Marseco Bcstg. Co., Columbia, S. C.—SE Bcstg. Co., Middle Ga., Spartan.
K174 Balaban & Katz, Chicago—Peoria Bcstg., Champaign News-Gazette, DuMont.
K175 Trebit Corp., Flint, Mich.—Twin Valley Bcstg.
K176 Hearst Radio, Milwaukee—CBS.
K177 Matheson Radio Co., Boston—Enterprise Publishing.

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WTVN
Columbus Ohio

PULLS!

In the rich Central Ohio area, WTVN has consistently pulled greater mail-order counts than many far larger stations in far larger markets. To date, over half-a-million orders . . . that's SELLING. Everything from mops to mowers, towels to tombstones. Yes, over 200 inquiries from the first show on grave markers and monuments!

Even before the ratings are published, smart timebuyers are reserving their time on WTVN. Why? WTVN delivers the audience! Nine out of ten mail order deals in Central Ohio are tested first. AND THEY'RE TESTED HERE! Ask these national advertisers . . . They Know!

IF YOU BUY
RATINGS

Look at this. WTVN's "LATE Show", a seven-nights-a-week feature film, is one of three local airers in the Top Ten multi-weekly shows (PULSE). Our audience rating Monday thru Friday is 14.5 (Against strong competition, too).

THE *Late Show*
ANITA LOUISE
PRESTON FOSTER WM. BENDIX
FRANK BUCK JOAN FONTAINE
SUSAN HAYWARD
JOHN PAYNE J. CAGNEY

Mail-order people buy AUDIENCE. WTVN delivers the audience to them. We can deliver it to YOU, too. In Central Ohio, WTVN means AUDIENCE, and AUDIENCE means SALES anywhere.

WTVN—6
COLUMBUS, OHIO

Edward Lamb, Pres.
Closely affiliated with
WICU, Erie and WTOD, Toledo
HEADLEY REED ABC-DUM

Hearing Appearances

(Continued from page 61)

K178 Hearst Radio, Baltimore—DuMont.
K179 WCAE Pittsburgh—Washington Bcstg.
K180 Chronicle Publ. Co., San Francisco—Tribune Co., KCRA, McClatchy.
K181 Kenneth R. Giddens & T. J. Rester, Mobile, Ala.—Lamar Life Ins. Co.
K182 WGAL Lancaster, Pa.—Peoples Bcstg. Co.
K183 Western Slope Bcstg. Co., et al —Edwin C. Johnson.
K184 Trebit Corp., Flint, Mich.—Booth Radio.
K185 WCAE Pittsburgh—WBVP.
K186 Hearst Radio, Milwaukee—Music Bcstg.
K187 Hearst Radio, Milwaukee—Quad City.
K188 Ashland Bcstg., Ashland, Ky.—DuMont.
KE189 Ashland Bcstg.—Ohio State U.
K190 Trinity Bcstg., Dallas—A. H. Belo, KFBI, Taylor Radio & TV, KTRH, Shamrock, So. Tex. TV, Red River Valley Bcstg., Stephens County Bcstg., DuMont.
KE191 Ohio Valley Bcstg. Co., Clarksburg, W. Va.—SE Ohio, Shenandoah, Ohio State U.
KE192 Davenport Bcstg. Co., Davenport, Iowa—Gazette Co., Cowles, Telegraph Herald, Blackhawk Bcstg., Keokuk Bcstg., Murphy Bcstg., Independent Bcstg., Central Bcstg., State U. of Iowa, So. Ill. U., Champaign-News Gazette, Peoria Bcstg., Quad City.
K193 Troy Bcstg., Troy, N. Y.—Meredith Champlain.
KE194 Crosley Bcstg., Ohio & Indiana —Indiana Tech., DuMont, So. Ill. U., WIBC, L. B. Wilson, Matta Bcstg., Alleghany Bcstg., Pittsburgh Radio Supply House, Westinghouse, WWSW, CBS, Ohio State U., Wayne U. & Bd. of Ed., Detroit.
K195 WJNO West Palm Beach, Fla.—Isle of Dreams, Fort Industry, DuMont.
K196 A. S. Abell Co., Baltimore—Hampton Roads, WTAR, DuMont.
K197 Sangamon Valley Television Corp., Springfield, Ill.—Peoria Bcstg., Champaign-News Gazette, DuMont.
K198 Cameron Television, Tulsa—KFBI, Taylor Radio & TV.
K199 Elm City Bcstg., New Haven, Conn.—ABC and Gen. Teleradio.
K200 Elm City Bcstg.—Pa. Bcstg., Phila. Chamber of Commerce.
KE201 Brockway Co., Watertown, N. Y.—WAGE, WFBL, Cornell.
KE202 WBEN Buffalo—Cornell.
K203 Broadcasting, Atlanta—Radio Athens.
K204 Texas State Network, Fort Worth—Lack's Stores.
K205 KTBS Shreveport, La.—KTRH, Shamrock.
K206 KTBS—So. Texas TV.
K207 Buffalo Courier-Express, Buffalo, N. Y.—Binghamton Bcstrs.
K208 Northwest Bcstg. Co., Fort Dodge, Iowa—Independent Bcstg., Gazette Co., Blackhawk Bcstg., So. Minn. Supply, Champaign-News Gazette Quad City Bcstg., DuMont.
K209 Texoma Bcstg. Co., Wichita Falls, Tex.—DuMont.
K210 Central Williamette Bcstg. Co., Albany, Ore.—DuMont.
K212 Havens & Martin, Richmond, Va.—Radio Va., Radio Ky.
KE213 Chanticleer Bcstg. Co., New Brunswick, N. J.—State Dept. Ed. N. J.
K214 All Oklahoma Bcstg. Co., Tulsa —WKY.
K215 Dispatch, Erie, Pa.—Presque Isle.
K216 WJIM Lansing, Mich.—Music Pub.
K217 Ken-Sell, West Palm Beach, Fla.—Fort Industry.
K218 Keokuk Bcstg., Keokuk, Iowa—Quad City.
K219 Keokuk Bcstg.—DuMont.
K220 Orlando Bcstg., Orlando, Fla.—DuMont.
KE221 KFRU Columbia, Mo.—U. of Mo.
KE222 Radio Cincinnati, Cincinnati—L. B. Wilson, S.E. Ohio, Shenandoah Valley, Ohio S. U., DuMont.
K223 Trebit Corp., Flint, Mich.—Quad City Bcstg.
KE224 Trebit Corp.—Michigan State College.
K225 KVOS Bellingham, Wash.—Twin City Bcstg., KOMO-KJR-KIRO, DuMont.
KE226 Iowa State College of Agri. & Mech. Arts, Ames, Iowa—Telegraph Herald, N. W. Bcstg., Central Bcstg., Cowles Bcstg., Murphy Bcstg.
K227 Lack's Stores, Victoria, Tex.—DuMont.
K228 Picture Waves, Columbus, Ohio —Booth Radio, WJR.
K229 Picture Waves—DuMont.
K230 Lincoln Bcstg., Lincoln, Neb.—KFAB.
K231 Salt Lake City Bcstg.—E. Utah, Uncompahgre, Oquirrh.
K232 WGAL Lancaster—Easton Pub. Co.
K233 WGAL—Trent Bcstg.
K234 Pittsburg Bcstg., Pittsburg, Kans.—Midland & WHB.
K235 Buffalo Courier-Express, Buffalo, New York—Corning Leader.
K236 Wabash Valley Bcstg., Terre Haute, Ind.—Wm. H. Block, WIBC, Logansport, L. B. Wilson.
KE237 Music Bcstg., Grand Rapids Mich.—Indiana Tech., Bay City Bcstg., Delta Bcstg., Green Bay Newspaper, DuMont, WJR, Booth Radio, Milwaukee Bcstg., Hearst, Moline Bcstg., CBS.
K238 Harold Sudbury, Blytheville, Ark.—WREC, DuMont.
K239 Cedar Valley Bcstg., Austin, Minn.—Quad City.
K240 High Point Enterprises, N. C.—Winston-Salem Bcstg., Co., Piedmont Pub. Co., DuMont.
KE241 WHAS Louisville—L. B. Wilson, So. Ill. U.
KE242 Pinellas Bcstg., St. Petersburg, Fla.—Tampa Times, Tribune Co.
K243 Trebit Corp., Flint, Mich.—WERE, WHK, WGAR & WJW.
K244 Trebit Corp.—DuMont.
K251 Red River Valley Bcstg., Sherman, Tex.—DuMont.
KE252 Adrian Bcstg., Flint, Mich.—Bay City Public Schools.
KE253 Adrian Bcstg., Toledo—Wayne U. & Detroit Bd. of Ed.
K254 Adrian Bcstg., Flint, Mich. —DuMont.
K255 Four States Bcstrs., Joplin, Mo. —Midland, WHB.
K256 Louis H. Peterson, Petersburg, Va.—Larus & Bros., WCHV, DuMont.
K257 Clark Assoc., Binghamton, N. Y. —Phila. Chamber of Commerce.
KE259 Lake Bcstg., Gary, Ind.—DuMont, CBS, So. Ill. U.
KE260 U. of Illinois, Urbana, Ill.—West Central, CBS, L. B. Wilson, Peoria Bcstg., Quad City.
KE261 Joint Committee on Educational TV—NARTB.
KE262 Joint Committee on Educational TV—DuMont.
KE263 Joint Committee on Educational TV—Federal Communications Bar Assn.
K264 Winston-Salem Bcstg., N. C.—Joe L. Smith (WJLS), Daily Telegraph Printing Co.
KE265 County School System, Pinellas City, Fla.—Tampa Times, Tribune Co.
KE266 John Swett Union High, Crockett, Calif.—CBS & KROW.
KE267 Sch. Dist., Castro Valley, Calif.—CBS & KROW.
KE268 Union Sch. Dist., Campbell, Calif—CBS & KROW.
KE269 Contra Costa County Schools, Martinez, Calif.—CBS & KROW.
KE270 Ravenswood Elementary Sch. Dist., Palo Alto, Calif.—CBS & KROW.
KE271 Elementary Schools, San Lorenzo, Calif.—CBS & KROW.
KE272 Acalanes Union High School, Lafayette, Calif.—CBS & KROW.
K273 Meredith Champlain TV Corp., Albany, N. Y.—Troy Bcstg.
K274 Pulitzer Publishing Co., St. Louis—Quad City.
K275 South Texas TV Co., Houston—DuMont.
K276 Corning Leader, Corning, N. Y. —Buffalo Courier-Express et al.
K278 Meredith Syracuse TV Corp., Syracuse, N. Y.—Binghamton Bcstrs., Buffalo Courier-Express et al, Corning Leader.
KE279 Joint Committee on Educational TV—CBS.
KE280 ABC, Los Angeles—Airfan, Charles E. Salik, TV Bcstg. Co., DuMont, San Diego County Bd. of Ed.
K281 Gazette, Cedar Rapids, Iowa—Quad City, Peoria, W. Central, Black Hawk, KNUJ, CBS, Davenport Bcstg., DuMont.
KE282 Neptune Bcstg., Atlantic City, N. J.—Dept. Educ. N. J.
K283 WSM Nashville—DuMont.
K284 Earle C. Anthony, Los Angeles—Airfan, TV Bcstg. Co., Salik, KIST.
K285 Cleveland TV Applicants (WERE, WHK, WGAR, WJW), Cleveland—Trebit, WCAE, WBVP, Pittsburgh Radio Supply House, DuMont.
K286 WSTV Steubenville, O.—Allegheny Bcstg., Washington Bcstg., Fort Industry Co., DuMont, Pittsburgh Radio Supply House, WCAE, Westinghouse.
K287 Community Bcstg., Toledo—DuMont, Wayne U. & Bd. of Ed. Detroit.
K288 Radio Augusta, Augusta, Ga.—Bcstg. Co. of La. & Inter-City Adv. Co.
K289 Community Bcstg., Wheeling W. Va.—Wash. Bcstg. Co., Allegheny Bcstg. Corp., Pgh. Radio Supply House, WCAE Inc., Westinghouse, DuMont.
K290 Indianapolis Bcstg., Indianapolis—CBS, Ohio State, L. B. Wilson.
K291 KFEQ St. Joseph, Mo.—Midland, WHB, Quad City, DuMont.
KE292 Trent Bcstg., Trenton, N. J.—State Dept. of Educ.
K293 Journal Co., Milwaukee—DuMont.
K294 Delta Bcstg., Escanaba, Mich.—DuMont, Music Bcstg.
K295 KCRA Sacramento, Calif.—TV Calif., Calif. Inland Bcstg., Monterey Radio-TV Co., Kenyon Brown, Tribune Bldg. Co., Salinas Bcstg. Co., CBS, Steven A. Cisler, KROW.
K296 Radio Diablo, Mt. Diablo, Calif. —TV Calif., KROW, Inc., Tribune Bldg., CBS.
KE297 NARTB-TV—Bell Telephone Co., JCET.
K298 Central Bcstg., Des Moines—Davenport Bcstg.
K299 Tribune Publishing, Tacoma, Wash.—Tom Olsen.
K300 McClatchy Bcstg., Calif.—CBS, KROW, Inc., Tribune Bldg., TV Calif.
K301 Monterey Radio-TV, Monterey, Calif.—Salinas, Harmco, KCRA, KROW.
K302 Howard W. Davis-Walmac Co., San Antonio, Tex.—Lack's Stores.
K303 Lewiston-Auburn Bcstg., Lewiston, Me.—Travelers.
K304 Lewiston-Auburn Bcstg.—Greylock.
K305 Lewiston-Auburn Bcstg.—Hampden-Hampshire.
K306 Lewiston-Auburn Bcstg.—Regional TV.
K307 Regional TV Corp., Springfield, Mass.—Greylock, Travelers Bcstg., Thames Bcstg., CBS, Hartford Times, Brockway Co.
KE308 WJR Detroit—WGRD, Mich. State College, Trebit Corp., Quad City, WSAI-WVJS, Twin Valley Bcstg., WSAM-WLEW, DuMont.
K309 Trebit Corp., Flint, Mich.—WJR.
KE310—Trebit Corp.—Wayne U. & Bd. of Ed. Detroit.
K311 Clark Assocs., Binghamton, N. Y.—City of Philadelphia.
K312 Clark Assocs.—Daily News TV.
K313 Buffalo Courier-Express, et al—Greylock.
K314 Oil Belt Television Co., Breckenridge, Tex.—KLIF.
KE316 U. of Denver, Colo.—Edwin C. Johnson.
KE318 U. of Georgia—(Supports F.C.C.) Radio Athens.
KE319 St. Paul Dept. of Educ.—(Supports F.C.C.) Late comments & general opposition to commercial interests.
KE320 St. Paul Public Library Sys.—(Supports F.C.C.) Commercial interests.
K321 Courier-Post Publishing Co., Hannibal, Mo.—Midland, KCMO, WHB.
K322 Courier-Post—DuMont.
KE323 City of St. Paul—Commercial interests.
K324 Pittsburgh Radio Supply House, Pittsburgh—WCAE, Inc., Matta Bcstg., Tri-City Bcstg. WBVP, Inc., WSTV, Washington Bcstg. Co., Cleveland Bcstrs. group, Fort Industry.
K325 Hampden-Hampshire, Holyoke, Mass.—Travelers, Hartford Times, WTAG, CBS, Brockway Co., DuMont, Outlet Co., Cherry & Webb, Thames Bcstg.
K326 Milwaukee Bcstg.—Music Bcstg., CBS, Quad City.
K327 WKAT Miami—Gore, Central Fla.
KE328 City of Milwaukee—Wisconsin Bcstg., Hearst.
K329 Meridian Bcstg., Meridian, Miss. —Voice of Dixie, Deep South Bcstg., Johnston Bcstg., Tuscaloosa Bcstg.
K330 Wichtex Radio & TV Co., Wichita Falls, Tex.—KFBI, Taylor Radio & TV, DuMont.
KE331 Bd. of Education, Denver, Colo.—Edwin C. Johnson.
K332 City of Columbia, S. C.—Spartan Radiocasting, Southeastern Bcstg. Co., DuMont.
KE333 North Country Bcstg. Co., Malone, N. Y.—Board Regents State Dept. Educ., N. Y.
KE334 American Bcstg. Stations, Inc., Cedar Rapids, Ia.—Coe College.
KE335 Gazette Co., Cedar Rapids, Iowa—Coe College.
KE336 Travelers Bcstg., Hartford, Conn.—Brown U.
KE337 American Bcstg. Corp., Lexington, Ky.—U. of Ky.
KE338 Warren M. Mallory, Laramie, Wyo.—U. of Wyoming.
K339 Palmetto Bcstg., Columbia, S. C.—DuMont, Spartan Radio, SE Bcstg., etc.

quiz for economy-minded advertisers:

Which of these film television shows are Spot Programs? Which are Network?

1. *The Bigelow Theatre*
2. *Groucho Marx*
3. *The Cisco Kid*
4. *Wild Bill Hickok*
5. *Fireside Theatre*
6. *Gene Autry*
7. *Horace Heidt*

All of these shows on television last season had lots in common. All were done on film. All had multi-market distribution. But three of them (1, 3 and 4) were *Spot program* campaigns.

This test ought to convince you there's nothing on the viewing screen that labels a show a "*Spot program.*" Spot programs come live and film . . . come in practically every entertainment category . . . in every time segment. The viewer just can't tell the difference.

But your treasurer can tell the difference—because he saves money in television with *Spot programs.* Saves on facilities charges. Saves enough to pay for the extra film prints involved and their distribution. For *Spot program* rates are generally lower than network rates for the same period . . . over the same stations.

And your sales manager knows the difference. Because with a *Spot program* television campaign he can pick and choose the very markets he wants. In *Spot program* advertising there are no "must" stations . . . no minimum station requirements.

And your advertising manager knows. He's a more profitable customer to the station. So he gets wholehearted station cooperation . . . finds that stations clear time more readily.

Now you know, too. If you'd like to know more, simply call a Katz representative for the full story on *Spot program* advertising. Ask him how much money *you* can save. You'll see that . . .

you can do better with Spot. Much better.

THE KATZ AGENCY, INC. *Station Representatives*

NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg.
Washington 4, D. C.

JULY 23, 1951

BROADCASTING • TELECASTING
$7 annually, 25c weekly

ASCAP BATTLE GOES TO COURT

56 Stations Petition

AFTER nearly two years of trying to work out satisfactory terms for the use of ASCAP music on television, the All-Industry TV Per Program Committee and ASCAP last week admitted their failure and turned to the Federal District Court in New York for a solution.

On Wednesday, Judge Simon H. Rifkind and Stuart Sprague, counsel to the All Industry Committee, who have been exploring every type of fees formula with Herman Finkelstein, general attorney of ASCAP, in a last-minute attempt to avoid litigation even after the committees had given up hope, resigned themselves to the inevitable and filed a petition in the United States District Court for the Southern District of New York. They asked the court to fix reasonable terms and conditions for local station and network licenses.

The petition was filed in the name of 56 individual TV stations which retained Messrs. Rifkind and Sprague to represent them in negotiations with ASCAP and authorized their counsel to proceed with court action if necessary. The document points out that for many months these stations, except WBRC-TV Birmingham and the DuMont stations—WABD (TV) New York, WTTG (TV) Washington, WDTV (TV) Pittsburgh—have been using ASCAP music under an interim agreement whose last extension terminated Wednesday.

Asks Three Decisions

The stations asked the court "(a) for a determination of a reasonable fee for the proposed licenses and (b) for the fixing of an interim fee for such licenses pending final determination of what constitutes a reasonable fee and (c) for such other and further relief as to the court may seem just and proper."

Wednesday's break-off of ASCAP-telecaster relations came after nearly two years of discussions between the society and the TV station operators, their committee and its counsel. In the fall of 1949, after a former committee made up chiefly of network executives had worked out terms for a blanket TV license, which ABC, CBS and NBC accepted for their networks and their owned-and-operated TV stations, a new committee headed by Dwight W. Martin, WLWT (TV) Cincinnati, set out to negotiate a per program license for television.

Last December, the TV representatives refused to agree to ASCAP's demands that fees be paid for commercial announcements adjacent to programs containing ASCAP music as well as for those programs. The society broke off negotiations and notified all TV stations that ASCAP would shortly issue a license on its own terms. Following an industry meeting in Chicago, Jan. 18, Mr. Martin asked for another meeting, which ASCAP granted, but again no agreement was reached.

In March, ASCAP issued its own per program license, which did not ask for payment for adjacencies but which set fees for programs containing ASCAP music at more than double the scale called for in radio per program licenses, in contrast to the TV blanket license formula of "radio plus 10%." This was completely unacceptable to the broadcasters and, at the suggestion of Mr. Sprague who had been serving as committee counsel, former Federal Judge Simon Rifkind was engaged as special counsel. Stations were asked to contribute to support whatever action should become necessary and first quarter payments in excess of $25,000 have been received.

Tried Peace Talks

Before proceeding with litigation, however, counsel for the committee continued their efforts to work out a deal through negotiations and for a while it appeared as if they might be successful. The per program committee met with ASCAP officials in June and following that meeting committee counsel continued their discussions with Herman Finkelstein, general attorney of ASCAP. By last week, however it became evident that there was no hope of getting together on the proper price of the use of ASCAP music on television, so the appeal to the court was initiated, under the terms of the government consent decree accepted by ASCAP 10 years ago, which provides for terms to be set by the court if the parties cannot agree among themselves.

Stations on whose behalf court petitions were filed include:

WAFM-TV, WBRC-TV Birmingham; KLAC-TV, KTTV (TV) Los Angeles; KFMB-TV San Diego; KPIX (TV), KRON-TV San Francisco; WNHC-TV New Haven; WTTG TV Washington; WAGA-TV Atlanta; WHBF-TV Rock Island, Ill.; WTTV (TV) Bloomington, Ind.; WFBM-TV Indianapolis; WOC-TV Davenport; WAVE-TV, WHAS-TV Louisville; WDSU-TV New Orleans; WAAM (TV), WBAL-TV Baltimore; WBZ-TV, WNAC-TV Boston; WJBK-TV WWJ-TV Detroit; WKZO-TV Kalamazoo; KSTP-TV, WTCN-TV Minneapolis; KSD-TV St. Louis; KMTV (TV) WOW-TV Omaha; WATV (TV) Newark; KOB-TV Albuquerque; WOR-TV, WABD (TV) New York; WHEN (TV) Syracuse; WKTV (TV) Utica; WBTV (TV) Charlotte; WKRC-TV WLWT (TV) Cincinnati; WBNS-TV WLWC (TV) Columbus; WLWD (TV) Dayton; WSPD-TV Toledo; WKY-TV Oklahoma City; KOTV (TV) Tulsa; WJAC-TV Johnstown; WPTZ (TV) Philadelphia; WDTV (TV) Pittsburgh; WJAR-TV Providence; WMCT (TV) Memphis; WSM-TV Nashville; KRLD-TV Dallas; WOAI-TV San Antonio; KSL-TV Salt Lake City; WTAR-TV Norfolk; KING-TV Seattle; WSAZ-TV Huntington.

STUDY PARTIAL THAW

FCC May Act Soon

PARTIAL LIFTING of the three-year old television freeze is again under consideration by FCC now that the Commission has reaffirmed the opinion its fixed allocation plan is lawful, it was learned by BROADCASTING • TELECASTING at deadline last Thursday.

On the eve of the formal pre-hearing conference to consider support and opposition of the Commission's proposed procedure to substitute a "paper" presentation for the forthcoming oral hearing on city-by-city allocation proposals (see late story AT DEADLINE), it was understood in several quarters Thursday that the Commission may act on the partial freeze lift plan within the next few weeks.

It appears likely FCC may give the go-ahead to new station construction in the territories of the U. S. and grant power boosts and improved facilities for certain existing stations within the U. S.

Since many comments have been filed which affect the allocation of both VHF and UHF channels across the country, it appears not likely that the Commission can include new UHF station grants for the U. S. in the partial freeze lift, although it had also proposed to do so, conditionally, in its earlier "Third Notice" announcing the revised allocation plan [BROADCASTING • TELECASTING, March 26].

As of late Thursday many observers felt there will be favorable action on the proposed plan to expedite the overall lifting of the freeze by boiling down the city-by-city hearing into a compact paper presentation.

DuMont Request

Allen B. DuMont Labs was reported planning to request an oral hearing on its alternate allocation plan for the U. S., however, while Daily News Television Co., Philadelphia applicant, also was understood to be planning to seek oral hearing.

The Joint Committee on Educational Television, which earlier was thought inclined toward favoring only an oral hearing, last Thursday informed FCC by written statement that it was willing to "dispense with lengthy oral hearings" in favor of paper presentation. JCET felt, nevertheless, that it would need longer than the suggested 30-day period to prepare cases for the 200 some communities in which educational reservations have been proposed by the Commission.

Friday's pre-hearing conference had been called by the Commission just a week earlier (July 13) when FCC adopted in essence the suggestion of the NARTB for a paper hearing shortcut [BROADCASTING • TELECASTING, July 16, 9].

On the same date the Commission had reaffirmed its opinion of the statutory lawfulness of its fixed allocation plan and educational reservations. FCC also con-

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GLOBAL VIDEO

Mundt Pushes Plan for NATO

By JOHN OSBON

THE MULTI-MILLION dollar electronics industry may be tapped to its boundless limits for manpower, equipment and technical know-how in the foreseeable future to lay the groundwork for a vast TV network of relay stations in the North Atlantic Treaty nations.

Prime mover behind this gigantic, global undertaking, now in the blueprint stage, is Sen. Karl E. Mundt (R-S.D.), co-author of the Smith-Mundt Act and progenitor of a proposed "Vision for America." The project earmarks television as a supplement to the U. S. shortwave radio arm overseas for European transmission of educational and cultural programs.

In an exclusive interview with BROADCASTING • TELECASTING, Sen. Mundt last week disclosed details of his long range plan, following a series of periodic conferences with technicians and consultants of the commercial TV industry and officials of the Dept. of State.

Under the Mundt proposal, creation of video outlets in Turkey—and later in other European countries outside of the Soviet orbit—would be financed through Congressional allocation of funds to the State Dept.—as part of the information program or under funds set aside for the Economic Cooperation Administration. The initial project could be launched, Sen. Mundt believes, for between $3 million and $4 million including installation of transmitter and receiving equipment.

Sen. Mundt also envisions, in the foreseeable future, provision for AM and FM broadcast facilities (and eventually facsimile) throughout the structure of NATO (North Atlantic Treaty Organization) to supplement the Voice of America.

The entire project can be completed for between $30 million and $40 million, according to the best estimates supplied to the South Dakota Republican by private industry officials. The relay network would blanket NATO countries. Turkey is tabbed for membership.

Who would finance this excursion into foreign educational and cultural programming?

The Senator said there are a number of approaches, but stressed two in particular—one involving the taxpayer through the State Dept., the other through a proposed American advertising foundation comprising manufacturers with a stake in selling their products abroad.

Under the latter plan, which Sen. Mundt said he had discussed with unidentified advertising officials in New York, manufacturers of goods would band together under the foundation and buy time on overseas TV stations to merchandise their wares.

Obviously, the latter proposal could not be put into effect, however, until the proposed relay networks become a reality in at least one country.

"These advertisers," Sen. Mundt commented, "would receive their money back in sales revenue. This opens up an entirely new approach to advertising on an international scale." In that, he noted, TV broadcasters would have a considerable stake.

Funds Project

With respect to Congressional approval of funds, the Senator felt that the State Dept. would find it "easier to obtain $30 million from Congress for this overall project than it would have in getting some $100 million for radio transmitters as part of its information program—and receive five to ten times greater value for their money. A picture is worth 1,000 words in impact."

The Mundt plan calls for installation of TV transmitter and community-type projection receiver equipment in certain communities in Turkey—with the U. S. sustaining complete cost and Turkish authorities manning the actual program operations for a specified amount of hours each day. The U. S., in return, would be permitted to utilize an equal number of programming hours.

The emphasis would be on educational and cultural shows, though Sen. Mundt felt that the "possibilities of propaganda are almost unlimited." The sets would be installed in schoolrooms, auditoriums and at other points.

The Senator conceded that the economics of such a project pose a serious hurdle, as do other problems including the services of technical specialists. For that reason, he said, use of individual-type receivers was judged to be impractical. He feels that the answer lies chiefly in the grant of government priorities.

As to use of critical materials for commercial telecast equipment in the current defense emergency, Sen. Mundt felt that limiting the project to Turkey at the outset would not require any appreciable

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EDUCATORS ADVISED

Cooperation Is Best

A STOP, LOOK and listen sign has been hoisted beside the tracks of steamed-up educators who want to own and operate a non-commercial television station for educational purposes.

The sign bearers are Col. Harry C. Wilder, president, WSYR-AM-TV Syracuse, and D. L. (Tony) Provost, business manager, WBAL-AM-TV Baltimore and acting general manager of Hearst Radio Inc.

Both men hold positions in operations which embrace more than one broadcast property. WBAL-AM-TV is owned by Hearst, whose properties include WISN-AM-FM Milwaukee. Hearst Consolidated operates WCAE Pittsburgh. Col. Wilder, in addition to his WSYR post, is president and stockholder of WELI New Haven and WTRY Troy, N. Y.

They feel the educators' problem of where to get the funds to operate and the broadcasters' dilemma of how to meet educational program demands can be met by broadcaster-educator cooperation.

On the practical level, they are convinced that this cooperation, as exemplified by the "Syracuse U. TV Plan," and as contemplated by an excursion into educational TV in the fall by WBAL-TV, is workable and serves both parties with a minimum of burden imposed.

Noting the "fierce fight" waged in Washington between educators and commercial TV forces, "which resulted in the FCC allotting . . . new TV channels to 'educational stations,'" Col. Wilder said the issue has resolved into the question of "how long such ear-marked channels should be held open for education institutions."

Deprive Public?

"In other words," he said, "should the public be deprived of program service on these channels for a period of years waiting for educational use?"

Col. Wilder wishes to underscore what he calls the "common sense compromise" offered by the Syracuse U.-WSYR operation.

The plan saves a university heavy TV investment in transmitters and a station plant because the station provides these facilities. The university, Col. Wilder continued, only has the smaller investment in studios and program facilities. Use of university facilities for many of its own live shows,

(Continued on page 73)

SNOW CROP

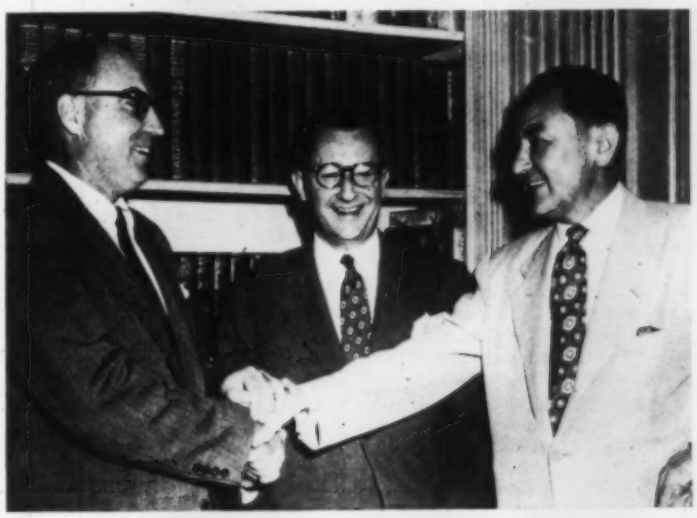
Returns to Evening 'Revue'

SNOW CROP Marketers Div. of Clinton Foods, New York (maker of Frozen Foods), effective Sept. 8 returns to evening network television sponsorship after a fling with a twice weekly daytime half-hour show placed in 53 markets on a spot basis.

Snow Crop will participate in sponsorship of the *All Star Revue* which features four comics on a rotating basis, Saturday, 8-9 p.m. on NBC-TV. Comedians are Jimmy Durante, Ed Wynn, Jack Carson and Danny Thomas.

Company had sponsored *Snow Crop Matinee Theatre* twice weekly in 53 cities since last March. Previous to that Snow Crop was the first commercial advertiser to underwrite *Your Show of Shows*, Saturday on NBC-TV.

Firm was understood to be paying $30,000 weekly for the Imogene Coca-Sid Caesar show but dropped the program after a full year, to undertake the other daytime show because of increase in talent prices last March. Maxon Adv., New York, is the agency for Snow Crop.



SHAKING hands are (l to r) Joseph H. McConnell, NBC president; Nat B. Barclay, president, Snow Crop Marketers Div. of Clinton Foods Inc., and Tyler Davis, account supervisor of Maxon Inc., ad agency. Occasion marked Snow Crop's participation sponsorship of NBC-TV's *All Star Revue*, to begin Sept. 8, 8-9 p.m. Show will spotlight Jimmy Durante, Ed Wynn, Jack Carson and Danny Thomas.

MORAL STANDARD

NARTB To Prepare Code

PREPARATION of a set of standards designed to remove such stigmas as "TV neckline" and to keep the moral and ethical tone of television in line with social requirements will get under way July 30.

First meeting of the NARTB's Television Program Standards Committee will be held that day at NARTB's Washington headquarters. The meeting conforms to a mandate of the nation's TV broadcasters who met June 22 to see what could be done about criticism of TV programming [BROADCASTING • TELECASTING, June 25].

NARTB President Harold E. Fellows last week announced completion of personnel for the new standards committee, which is headed by Robert D. Swezey, WDSU-TV New Orleans.

NARTB-TV board members named to the committee were Harry Bannister, WWJ-TV Detroit; Harold Hough, WBAP-TV Fort Worth; Clair R. McCollough, WGAL-TV Lancaster, Pa.; Paul Raibourn, KTLA-TV Los Angeles.

Committee Members

Other committee members are Walter J. Damm, WTMJ-TV Milwaukee; James C. Hanrahan, WEWS (TV) Cleveland; J. Leonard Reinsch, WSB-TV Atlanta; Henry W. Slavick, WMCT (TV) Memphis; Donald W. Thornburgh, WCAU-TV Philadelphia. Representing networks are Davidson Taylor, NBC, and James L. Caddigan, DuMont.

Joining in the committee session will be Mr. Fellows and four NARTB staff executives: C. E. Arney Jr., secretary-treasurer; Dr. Kenneth H. Baker, director of research; Thad H. Brown Jr., NARTB-TV manager and counsel; Robert K. Richards, public affairs director.

Dr. Baker last week concluded an analysis of TV air time, showing the average TV outlet is on the air 4,945 minutes (82 hours, 25 minutes) per week, not including test patterns. The study is based on logs of 81 stations covering the May 6-12 week.

Station time ranged from 2,125 to 7,325 minutes.

Eighty percent of air time was sponsored, it was found. Sponsored time is defined as referring to programs only, exclusive of time consumed by out-of-program announcements (those given during station breaks or at other intermissions). Out-of-program announcements exclude the commercials which are a part of a sponsored program and the announcements contained in a participating show. The weekly average for out-of-program announcements is 261, or 3.2 per hour of operation.

TV stations devote an average of 6.5% of their weekly broadcast time to educational, religious and discussion programming. These groups include travelogues, special educational films and features, press interviews, forums and discussions, but do not include programs on news, news commentaries, weather or market information.

Stations linked by relay facilities took 50% of their programming from networks with kinescope accounting for 12% and film 18%. Another 17% was devoted to live local presentations. Of stations surveyed, 55 were in the interconnected group.

Non-interconnected stations had 46% kinescope programming, 28% film and 29% local live.

Dr. Baker's 81 logs covered 56 of the 63 markets in which TV outlets operate.

WALCOTT FIGHT

IBC Praises Home TV; Will Up Rights Price

ALL HANDS appeared pleased with broadcast television's answer to theatre TV last week—sponsorship of the Ezzard Charles-Joe Walcott heavyweight title bout by a group of TV set manufacturers.

So pleased was the International Boxing Club, which staged the fight and got $150,000 for radio and television rights, that officials said they would take not a cent less than $250,000 for radio-TV rights for the return match, to be held probably in September.

If commercial broadcasting interests don't come up with the $250,000, IBC officials were quoted by Associated Press, then IBC will return to dealing with the theatre TV interests—but also at a rate substantially above the "token" $10,000 paid for exclusive rights to each of the three bouts previously theatrecast.

An Associated Press poll of set-makers who participated in the group sponsorship of the Walcott-Charles fight over the DuMont Television Nework found a preponderance of satisfaction with the venture—and indications that most of them would be interested in continuing the practice in the case of other worthy sports events which find no single sponsor.

Chris J. Witting, director of the DuMont network, which negotiated last week's deal with IBC, said there "most certainly" will be bids entered for broadcast TV rights to the Walcott-Charles return and also for the Sugar Ray Robinson-Randolph Turpin return match. It was for radio-TV rights to these that IBC officials indicated a minimum $250,000 asking price.

The Associated Press poll quoted V. C. Havens, assistant general sales manager of AVCO's Crosley Division, as saying "Crosley will be interested in joining other leading television manufacturers at any time in the future to sponsor telecasts of major events which the vast television public wants to see."

Similarly, Seymour Mintz, advertising manager of Admiral, said: "We plan to band with other manufacturers, retailers and television networks to provide a similar entertainment in homes in the future."

A spokesman for Philco expressed the view that TV manufacturers will be vitally interested in continuing this type of sponsorship, and emphasized that it not only was a spur to set sales but that the set-makers also felt obligated to the owners of sets they've already sold.

Max Balcom, board chairman of Sylvania, took a somewhat more cautious attitude. Before undertaking a long-range project of group sponsorship, he felt manufacturers would want to make a survey and study the results.

Other Fight Sponsors

Other sponsors of the fight—which moved over the largest TV network ever put together for a bout and was available to the largest audience, according to DuMont — were DuMont Labs., Motoralo, RCA, and Westinghouse. General Electric had been scheduled to participate but dropped out.

DuMont said the fight was carried "live" on 47 stations in 46 cities (two in Birmingham), via AT&T facilities. Thus spokesmen said, it was available to 60 million viewers in 85% of the nation's TV homes. As a "gate"-protective measure, it was not carried live in Pittsburgh, where it was staged, but kinescopes were to be shown there later.

Radio blow-by-blow description of the bout was sponsored on CBS by Pabst Sales Co. Of the $150,000 paid for the radio-TV rights, $100,000 was for television and $50,000 for radio.

PENN RENEGES

Drops NCAA Grid Fight

THREATENED revolt against the TV football program set up by National Collegiate Athletic Assn. fizzled last week when U. of Pennsylvania informed NCAA President Hugh C. Willett it would go along with the program. Mr. Willett announced in Los Angeles Thursday that Penn had been restored to good standing in NCAA.

Penn's decision was presented to NCAA by Francis Murray, university athletic director. Penn had announced it would continue its own football telecast program in defiance of NCAA's one-year experimental program. Several schools had notified Penn they would break off athletic relations if the school defied NCAA.

Decision to conduct a limited schedule of football telecasts was reached by the NCAA after its Dallas convention had adopted a policy permitting such action. Plans for the schedule were formed by NCAA's Television Committee, of which Tom Hamilton, U. of Pittsburgh athletic director, is chairman.

Penn had raised the possibility that NCAA's controlled telecast plan was in violation of antitrust laws. The Dept. of Justice has been watching developments.

CBS COLOR

Showings in Cincinnati

WKRC-TV Cincinnati was added to the CBS color television network last Friday for a nine-day demonstration—Cincinnati's first in the color TV field.

In addition to showings by WKRC-TV, which will carry the network's regular color schedule through July 28, the Kroger Co., which sponsors the *Alan Young Show* on CBS-TV, was slated to rotate a color receiver among its Cincinnati supermarkets to permit color viewing by as many of the public as possible.

Hulbert Taft Jr., executive vice president of Radio Cincinnati, owner of WKRC-AM-TV, planned demonstrations for newsmen last Friday and for Cincinnati-area dealers of CBS-Columbia Inc.—CBS' set-manufacturing subsidiary—on Saturday and today (Monday).

Heretofore the color programs have been networked by WCBS-TV New York to WNAC-TV Boston, WCAU-TV Philadelphia, WMAR-TV Baltimore, and WTOP-TV Washington. The current color schedule consists of two half-hours daily, Monday through Friday, and Saturday horse races for an hour.

TVA Negro Policy

STATEMENT of policy dealing with opportunities for Negro artists in television programs has been announced by Television Authority (AFL) following a series of conferences with officials of the four major TV networks, ABC, CBS, DuMont and NBC. TVA said its purpose is to "secure representation of Negroes" on TV programs, providing for their employment among membership of TVA. The union called the attention of its writers, producers and directors to the policy statement and asked them to employ Negro specialty and dramatic acts, integrate singers and dancers in choral groups and to create new program ideas designed to achieve TVA policy objectives.

Los Angeles TV Headliner!

Uncle Archie's Komedy Klub

CREATES TOP NOTCH SALES FOR PRODUCTS WITH KID APPEAL!

It's a fact—75% of all Los Angeles families with children now own television sets!

And to sell your product to this huge eager market of more than 2,000,000 families, one of your best bets is Uncle Archie's *Komedy Klub* on KNBH!

Thousands upon thousands of Los Angeles youngsters now hold membership cards in this club. And proof of Uncle Archie's popularity is his huge fan mail—top mail count on KNBH!

Spots are still available on this exciting kid show with a tremendous popular following in the great Los Angeles market. Contact KNBH, Hollywood, or your nearest NBC Spot Sales Office for complete information on *Komedy Klub*.

NBC HOLLYWOOD

KNBH channel 4

TO SELL THE BUYING MILLIONS IN

AMERICA'S 2ND LARGEST TV MARKET

AMOS 'N' ANDY

BLATZ STAGES A $250,000 LAUNCHING

BLATZ BEER, currently fifth in the battle of the brewers, has uncorked a bid for leadership with a promotion and merchandising buidup for its new *Amos 'n' Andy* TV show that rivals previous efforts in radio and TV.

Blatz, a subsidiary of Schenley Industries Inc., is fighting fire with fireworks. Besides the $2 million to be spent on the CBS television program, the firm is investing a half-million in radio on four five-minute newscasts a day on ABC plus an hour and a half weekly of news on Mutual. But notwithstanding the formidability of this programming lineup, it is really the pyrotechnical heralding of it that distinguishes the Blatz campaign from that of its brothers.

It included, first, an unprecedented sky tour of the nation by top executives of Blatz and its advertising agency spreading the word of the new video show and the support of it by the 100-year-old company in its drive for sales leadership. Frank C. Verbest, president of the Blatz Brewing Co.; Edward T. Donahue, sales director, and Val A. Schmitz, its director of advertising, headed the company contingent. William H. Weintraub, president of the advertising agency bearing his name, led the agency group.

The group flew in a special airliner equipped with desks, plane-to-ground telephone, movie equipment and a preview film of the *Amos 'n' Andy* show. They called at a dozen cities to address mass rallies of wholesalers, salesmen, local promotion and contact men and the regional staff of Blatz.

The flying squad of executives outlined the full plans for sales promotion and the means of converting the impact of the *Amos 'n' Andy* entertainment into a sharply rising curve on the sales chart.

The promotion plan included, moreover, a sparkling pre-show campaign in national magazines, trade publications and newspapers. Full-page ads have appeared in *Look* and *American Weekly*, as well as two-page spread in *Life*, *TV Guide*, *Ebony*, *Color*, *Our World* and *Tan Confessions*. Fifteen leading trade publications have been enlisted. The newspaper campaign was one of the most ambitious ever undertaken to introduce a TV show and included use of practically every daily newspaper in the country.

* * *

At a Hollywood studio conference (l to r): William H. Weintraub, head of the agency bearing his name which handles the Blatz account; Frank C. Verbest, president, Blatz Brewing Co.; Freeman Gosden, co-creator of Amos 'n' Andy *and co-producer of the TV series; Alvin Childress, Amos, and Spencer Williams, Andy.*

Point-of-Sale Drive Uses Varied Kit

The third element in the explosive promotion included a point-of-sale campaign wherein Blatz and its agency prepared an expensive and varied kit of selling aids including giant post cards, day-glo windows, counter cards and truck banners.

And to make sure that the material is displayed to its best advantage Blatz has hired 250 to 300 trained and experienced specialty salesman. These salesmen have the job of installing the demonstration material and seeing that they are given prominent placement.

The total cost of the launching venture was $250,000.

The details surrounding the show itself are perhaps equally impressive. The commercials, made by Screen Gems (division of Columbia Pictures) under the supervision of Ralph Cohn (president of Screen Gems) and in cooperation with the agency, William H. Weintraub, are among the most expensive on television. The cost for each commercial is said to be in the neighborhood of approximately $10,000. Each one is, of course, repeated frequently during the series. The program uses a heavy commercial in the first 10 minutes of the show, followed by a lighter one at the denouement break.

Filming of Series Is Unique

The mechanics behind the filming of the actual show are outstanding too. The original film, made by the Hal Roach Studios in Hollywood, is run on 18 stations. These prints, which are made by Consolidated Film Industries, Hollywood, are carried on a total of 4[illegible] stations. At least 20 prints are made of each episode, at a cost of $50 per print, totaling about $1,000 for prints alone per week.

Although Schenley Industries acquired the Blatz Brewing Co. just six years ago, the firm itself is celebrating its centennial this year. It already has established Blatz Beer as the No. 1 seller in Milwaukee and throughout Wisconsin. The premium brew is now

available in every state in the nation and in 43 foreign countries.

In buying the *Amos 'n' Andy* show at a cost of approximately $40,000 per week, the company has availed itself of a vehicle with a long and impressive record of achievement. The first *Amos 'n' Andy* program went on the air Jan. 12, 1926, on WGN Chicago. Its title was *Sam 'n' Henry*. The first program under the title of *Amos 'n' Andy* was broadcast March 19, 1928, on WMAQ Chicago.

Change of Station Brings New Name

The show was broadcast as *Sam 'n' Henry* for nearly two years, when Freeman Gosden and Charles Correll, who played the principal characters on the radio show, went on tour, then returned to the air on WMAQ and had to change the title because the other was owned by WGN. However, the show and the characters remained the same. It was the first quarter-hour network series to have a re-broadcast. The six times quarter-hour weekly series on the coast-to-coast network started on Aug. 19, 1929. In 1943 it switched to a weekly half-hour broadcast.

Over the years the team of Gosden and Correll created more than 190 characters on the program. Mr. Gosden played Amos, the Kingfish, and Lightnin', among others; Mr. Correll played Andy and Henry Van Porter.

Big TV Job Was Casting

The team had television in mind for at least a decade. The big job, once it was started, was to find actors to play the principal roles. They eliminated themselves from consideration for the obvious reason that the characters were different in size and personality. They finally found their men—Alvin Childress, as Amos, Spencer Williams as Andy, and Tim Moore as Kingfish—after four full years during which they covered 25,000 miles, interviewed and auditioned 800 persons and made some 50 individual screen tests.

Gosden and Correll supervise the costuming of the characters and the designing of the sets. The scene, as in the radio series, is set in Harlem. Much of the action transpires in the lodge hall of the Mystic Knights of the Sea, of which Kingfish is the head, or in Kingfish's home. However, there are scenes in Harlem streets, shops, offices, courtrooms, etc. Amos drives a 1938 taxi and plays the same role as in the radio series, always tipping the balance against the Kingfish's guile and Andy's naivete. Andy is the gay, romantic Andy of the radio program, too, always falling for the Kingfish's schemes but always, too, giving him the come-uppance in the end.

The overall program is owned and packaged by CBS-TV. Blatz Brewing Co. bought the show from the network on March 6, 1951, and launched it on June 28.

Blatz Answers NAACP Protest

That week the National Assn. for Advancement of Colored People protested the sponsorship of the TV show as "a gross libel on the Negroes and distortion of the truth" [BROADCASTING • TELECASTING, July 16, 9]. In answer Blatz Beer wired Walter White, secretary of NAACP, that it understood discussion was in progress between the producers, CBS, and the association and that they were "confident" that a "better understanding" would result.

The wire also said: "Knowing the policy of our company as you do, we are sure you realize our genuine interest in guiding all our activities by the democratic principles of decency and fair play. We have always taken pride in the public confidence and in our good will and we shall act so as to merit that confidence."

* * *

Production problems are ironed out by (l to r): Charles Barton, director of the TV Amos 'n' Andy *series; James Fonda, associate producer and supervisor of the four-year talent hunt, and Harry S. Ackerman, CBS vice president in charge of network programs in Hollywood and supervisor of Hollywood operations.*

for a...

top-notch show

naturally...

Top-Notch Laboratory Processing

Congratulations to . . .

AMOS 'N' ANDY and to CBS

We are proud that you have selected us for all laboratory work on . . .

The AMOS 'N' ANDY Show

CONSOLIDATED FILM INDUSTRIES

959 SEWARD ST., HOLLYWOOD, CALIF.

Hollywood's Only Complete Laboratory Service

All Commercials for BLATZ BEER

AMOS 'n' ANDY TV SHOW

and

all Opening and Closing Titles

produced by

SCREEN GEMS INCORPORATED

729 7th Ave.
N. Y. 19, N. Y.
Circle 5-5044

SET MAKERS

Await Color Demand

TV SET MAKERS will produce color receivers, adapters and converters whenever public demand arises, Glen McDaniel, Radio-Television Mfrs. Assn. president, said Wednesday in addressing the Chicago convention of the National Assn. of Music Merchants.

Mr. McDaniel termed as "nonsense" the intimations that manufacturers will refuse to make and sell color TV receiving equipment because the FCC rejected their advice in approving the CBS system. They may produce as many as 50,000 color sets this year, he suggested, depending on demand and possible technical improvements in color telecasting.

RTMA's president said FCC Chairman Wayne Coy was right when he described the manufacturing industry as perhaps "the most competitive of all industries." The industry, said Mr. McDaniel, "is comprised of independent fellows who hold every shade of opinion. If there is a dollar to be made by manufacturing and selling color equipment, you can be sure that television manufacturers will be out to make that dollar."

50,000 Sets This Year

Despite his guess that 50,000 color sets may be made this year—25,000 by CBS-Columbia—Mr. McDaniel said the production outlook is "difficult to judge." To create a demand, "color broadcasts have to give genuine entertainment value, apart from the mere novelty of color," he said.

Color TV is one of four factors which he sees as strong influences on production in the second half of the year. Others are Regulation W, the defense program and critical material shortages, and the possible freeze lift on new TV station construction with erection of new UHF stations.

Predicting that business will improve this fall and winter, Mr. McDaniel said, "We're at the bedrock now and there's no place to go but up."

Regarding Regulation W, which requires a down payment of 25% on TV sets and 15% on other household furnishings, he predicted "when the deliberations of Congress are finished we will have a law requiring the (Federal Reserve) Board to reduce the down payment to 15%."

Quality Maintained

Reasserting that quality of sets and parts has been maintained despite shortages and defense requirements, he said shortages of critical materials "have not been responsible for failure to make or deliver a single item of military or civilian electronics equipment."

UHF will "in no sense" make VHF sets obsolete, as VHF will not be curtailed and UHF stations will "be few and slow to arrive," he declared.

In tracing the low volume of manufacturing in the first half of 1951, Mr. McDaniel pointed out that TV set production for the week ending Nov. 3, 1950 was 218,000, and for that ended July 6 of this year, 13,000. Factory inventories on the November date were 53,000, for the latter date, 740,000. "Inflation, high taxes and credit controls have kept people out of the stores," he said, pointing out that disposable income is less than 80% of the level a year ago.

CBS, cooperating with Columbia Records and CBS-Columbia Inc., conducted color demonstrations for convention members. Delegates saw the new dual TV sets which receive color as well as black-and-white.

Exhibitors included Admiral, CBS-Columbia, Crosley, General Electric, Magnavox, Majestic, Philco, RCA, Pathe, Scott Radio Labs, Sheraton Television Corp., Stromberg-Carlson, Sylvania, Westinghouse, Zenith, Hoffman and Tele-Tone.

NBC CONTRACT

Signed by RTDG, ALA

CONCLUSION of negotiations for initial contract covering the directors and writers of the television news and special events department of NBC was announced last week by the principal parties, Authors League of America, Radio & Television Directors Guild, and NBC.

Negotiations were conducted jointly by RTDG and ALA "because of the mutual interest and problems of the directors and writers in the particular department," the announcement said, and the contracts although separate are similar in "all major aspects."

New Quiz Show

NBC-TV has signed Art Ford, t disc jockey and television perso ality, to be featured in a no musical quiz program starting Sa urday, July 28, at 7:30 p.m. Sh will have a varying panel of natio ally known disc jockeys, a seri of name vocalists and an instr mental group. Mr. Ford has f the past nine years presided ov the WNEW New York all-nig *Milkman's Matinee.*

THEATRE COLOR

20th Century-Fox, CB In Eidophor Pact

RIGHTS to use the CBS color television process in its Eidophor large-screen theatre TV system were acquired last Thursday by 20th Century-Fox Film Corp., which said it planned to present the first Eidophor CBS theatre color TV demonstration in early fall.

The deal was described as a straight patent-licensing agreement.

The firm's theatre color TV plans were said to include special events, boxing, football and other sports, stage shows, opera, ballet, symphony and the like. Equipment will be made available to any theatre that wants it.

Acquisition of rights from CBS was announced by 20th Century President Spyros P. Skouras. "This joins two of the strongest forces of communications and public service in a common effort to bring the latest miracle of entertainment in color to America's motion-picture audiences," he said.

Adrian Murphy, president of the new CBS Labs Division, said Columbia engineers will work closely with those of the film company on plans for the premiere showing and for installation of equipment. Dr. Peter C. Goldmark, vice president of CBS Labs Division and inventor of the CBS color system, said Columbia was especially happy to make the agreement because the Eidophor system is "by far the most advanced for theatre audiences and best suited to bring them color."

The motion picture company acquired the Eidophor system a short time ago after its development at the Federal Institute of Technology at Zurich, Switzerland. 20th Century will produce the theatre TV equipment.

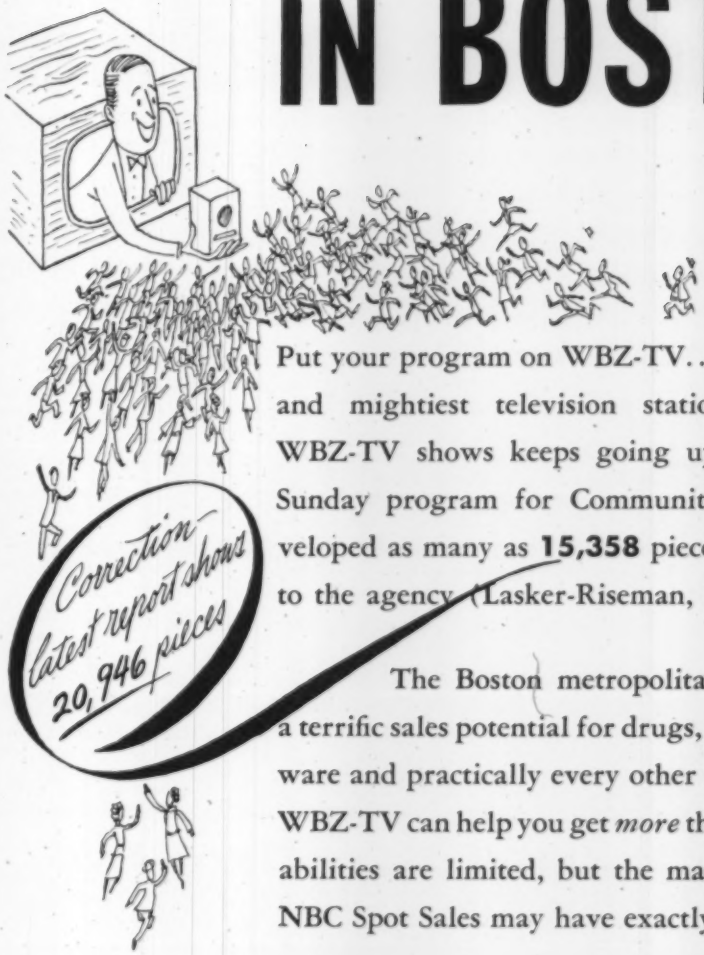
CBS Eidophor arrangements were completed by Board Chairman William S. Paley, President Frank Stanton, and Messrs. Murphy and Goldmark on behalf of CBS; President Skouras, Executive Vice President W. C. Michel, and Research Director Early Sponable on behalf of 20th Century-Fox.

It is not contemplated that theatre TV programs will be shown on a daily basis. Rather they will be presented as special attractions probably at regular or slightly increased prices.

Program Plans

Discussing program plans, Mr. Skouras said the arrangement will bring "Broadway to Wichita," permitting live entertainment hitherto unavailable to the nation at large and many times costlier than motion picture admissions even where it is available—to be carried to movie audiences in their own local communities. One of the features for which negotiations are now in progress, it was reported, is "South Pacific."

WANT TV RESPONSE IN BOSTON?



Put your program on WBZ-TV.. New England's first and mightiest television station! Mail-count on WBZ-TV shows keeps going up, up, up. A single Sunday program for Community Opticians has developed as many as **15,358** pieces of mail, according to the agency. (Lasker-Riseman, Boston.)

The Boston metropolitan market represents a terrific sales potential for drugs, foods, apparel, hardware and practically every other type of merchandise. WBZ-TV can help you get *more* than your share. Availabilities are limited, but the man from WBZ-TV or NBC Spot Sales may have exactly what you want!

WBZ-TV BOSTON
CHANNEL 4
Represented by
NBC Spot Sales

Westinghouse Radio Stations Inc
Serving 25 million

KDKA • WOWO • KEX • KYW • WBZ • WBZA • WBZ-TV

Sales Representatives for the radio stations, Free & Peters

You can

CALL YOUR SHOTS

in this

MULTI-MILLION DOLLAR MARKET

When you use KOTV you get an exclusive shot at over 83,000 TV homes — Three popular daytime spot participation shows, Lookin' at Cookin', Glass Showcase, and Musical Jigsaw, reach into the heart of the Oil Capital. Daytime shows from NBC, CBS, ABC, and DUMONT include: Beulah, 4-Star Revue, Burns & Allen, Gary Moore, Super Circus, Wild Bill Hickok, Strike It Rich, Howdy Doody, and Horace Heidt.

Channel 6

FIRST IN TULSA

KOTV

CAMERON TELEVISION, INC.
302 South Frankfort
Tulsa 3, Oklahoma

Global Video

(Continued from page 65)

drain on the nation's resources. The NATO plan, he noted, is long-range.

Sen. Mundt envisioned his plan as part of the government's blueprint for psychological strategy abroad and, as such, felt that priorities could be authorized through the Joint Chiefs of Staff.

The Senator hopes to "crystalize support" for his project from industry, department and Congressional quarters on the basis of informal discussions with individuals and a series of fact-finding studies conducted by industry technicians and the State Dept. Once Congress realizes the value of TV, it will have no misgivings about voting funds, he believes.

The proposed blueprint for the North Atlantic Treaty TV plan was to have been submitted to Edward W. Barrett, Assistant Secretary of State for Public Affairs, at a meeting requested by Sen. Mundt last week. The project already has stimulated the interest of the Turkish government whose American ambassador has been authorized to invite full discussion.

Sen. Mundt is the author of a Senate bill (S 731) to establish a Commission on Cooperative International Relations, which is the legislative basis for his newest plan. Under the proposal, now lying dormant within the Senate Foreign Relations Committee, the commission would comprise six members from private life, two each from the Senate and House and two from the executive branch of the government.

Television Utilization

The body would be created to "encourage existing governmental departments and agencies to immediately design, install and utilize new communication techniques and facilities." Specifically, it would explore existing programs and evaluate "possible utilization of television techniques" in the information field.

Tracing the history of his interest in TV on an international level back to June 1950 when he first proposed a global TV study group [BROADCASTING • TELECASTING, June 19, 1950], Sen. Mundt said he has met periodically with technical representatives and officials of the commercial TV industry, including Brig. Gen. David Sarnoff, RCA board chairman, to discuss the feasibility of the project. Other conferences followed with State Dept. officials and the Turkish embassy, and with top military experts.

He said he has conferred with representatives of RCA, DuMont Labs, General Electric Co. and other manufacturing firms, and with numerous scientists and consultants in the communications industry.

Sen. Mundt said he had asked the State Dept. last year to set up a television study group for the purpose of compiling factual data on "pilot" projects in certain European countries. His plan, he told diplomatic and military officials, would prove of "definite value to the Eisenhower (Gen. Dwight Eisenhower) concept of aid and cooperation among signatory nations of the North Atlantic Treaty Pact." Moreover, it would give added emphasis to the value of communications in the joint military effort.

"The TV project would be comparatively inexpensive and can be accomplished more cheaply than a program for radio alone," he declared, adding that no new legislation would be required from Congress and that the plan could be realized under the present Smith-Mundt Act under which the Voice of America operates.

Not Too Expensive

As to the economy aspect, Sen. Mundt stated that "relay or control stations are not too expensive when measured against the impact that television could have in the information and educational program."

Some State Dept. authorities, for whom the Mundt study was prepared, are known, however, to hold certain reservations with respect to the economic facts of TV life. Sen. Mundt conceded that they were concerned at the outset lest recommendations be submitted to Capitol Hill and be deflated by an economy-minded Congress.

These authorities have questioned whether it might not be less expensive to employ teachers or lecturers at certain points, and whether it would be economically practical under terms which would serve to bind the State Dept. to educational and cultural programs in Turkey and other countries. They also have entertained some misgivings on the availability of trained manpower to staff such a project.

These department authorities were further represented as favoring expansion of the present radio operation program, and lending support to present U. S. TV activity through use of films and other aids. Question of funds to underwrite installation of equipment abroad also was raised, particularly with respect to securing of loans or through regular State Dept. appropriations.

In his original communication to the State Dept. last August, Sen. Mundt suggested that an American non-profit corporation sponsor such a project with the understanding that half the time would be made available each to Turkey and the U. S. and that neither country engage in propaganda. Programs would cover agriculture, hygiene, education and other subjects.

The Senator had suggested that the project be supported partly by non-State Dept. information funds, with the remainder obtained by a private company from the Reconstruction Finance Corp., Export-Import Bank or other source. The firm would install the equipment.

Sen. Mundt acknowledged that the department's TV group looked with disfavor on the loan aspect, and revamped his plan to the extent that some of the funds—even all — might be provided through Congressional appropriation for the information program or through ECA. As a second approach, he favors the advertising foundation idea which he feels manufacturers would hasten to embrace, not excluding television advertisers.

On the basis of data supplied by various industry representatives such a project (encompassing one transmitter center, up to 20 relay stations and thousands of projection-type TV receivers) would run into astronomical sums before the entire plan is completed throughout the continent.

It is estimated that the relay network alone would involve up to $1 million on the basis of present equipment costs, with another $ million for, say, 5,000 projection type sets. Other estimates place annual network operation between $350,000 for one station to nearly $25,000 for each relay or control station. Programming might run as high as $10 million per year. Servicing and testing of equipment would be separate, probably approximating close to three quarters of a million dollars alone. A good guess on audience would be around 100,000 based on 200 viewers per set.

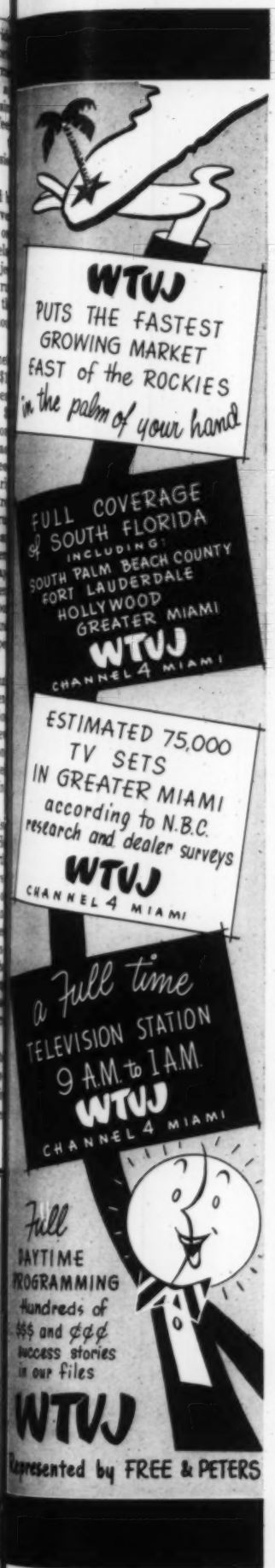
Sen. Mundt said, however, that the $3-4 million figure would enable the project to begin operation on a workable basis with a few relay stations at the outset. Considerably fewer than the estimated 5,000 receivers also would be indicated.

Sen. Mundt said the plan also could be engineered in Asia. He disclosed that he conferred with Japanese communications representatives on the practicability of setting up TV networks in Japan. Gen. Douglas MacArthur, deposed Far Eastern commander, had expressed "intense interest" in the project, Sen. Mundt said, adding the Japanese delegation also has discussed the plan with eastern commercial telecasters.

It also is known that the State Dept. has been studying the possible utilization of television in other countries, notably Greece and India.

LIBEL and SLANDER

Invasion of Privacy
Plagiarism-Copyright-Piracy
INSURANCE
For the wise Broadcaster
OUR UNIQUE POLICY
provides adequate protection.
Surprisingly inexpensive
CARRIED NATIONWIDE
For details & quotations write
Employers Reinsurance Corporation
Insurance Exchange Bldg.
Kansas City, Missouri


WTVJ
PUTS THE FASTEST GROWING MARKET EAST of the ROCKIES in the palm of your hand
FULL COVERAGE of SOUTH FLORIDA
INCLUDING:
SOUTH PALM BEACH COUNTY
FORT LAUDERDALE
HOLLYWOOD
GREATER MIAMI
WTVJ
CHANNEL 4 MIAMI
ESTIMATED 75,000 TV SETS IN GREATER MIAMI according to N.B.C. research and dealer surveys
WTVJ
CHANNEL 4 MIAMI
a full time TELEVISION STATION
9 A.M. to 1 A.M.
WTVJ
CHANNEL 4 MIAMI
Full DAYTIME PROGRAMMING
Hundreds of $$$ and ¢¢¢ success stories in our files
WTVJ
Represented by FREE & PETERS

Educators Advised

(Continued from page 65)

he points out, creates a large revenue source for the university.

Another "practical reason" why the plan "does not soak up funds" of the university, according to Col. Wilder, "is the limitation on how many good TV programs any university can create, produce, rehearse and put on the air.

"It has been demonstrated on the campus here that three or four hours weekly is the absolute limit of university educational programs that can be aired of the high standard the TV audience requires and that the institution must have.

"When a university owns the complete station 12 hours average daily must be filled with consequent sacrifice of quality and proportionately higher expenses," Col. Wilder explained. "To supply 100 hours weekly instead of three to four hours places a crushing burden on the educators, based on the Syracuse experience in 1950-51."

WSYR-AM also cooperates with Syracuse U. and has been doing so since 1932, Col. Wilder, a pioneer in educational-broadcasting endeavor, points out. The TV plan was started in 1949.

Col. Wilder's comments follow the pattern set in a letter by a Syracuse U. graduate student, working toward a masters degree, which was sent to Senate Interstate Commerce Committee Chairman Ed C. Johnson (D-Col.). The Senator forwarded a copy to FCC [BROADCASTING • TELECASTING, July 9].

Dashefsky Letter

In his letter, Sidney Dashefsky opined that educational institutions and commercial TV station operators can do the best educational job if they work together.

In announcing the WBAL-TV project to start this fall, Mr. Provost said the services of a complete professional creative staff will be made available to colleges and universities desiring to put their own shows on TV. The station will offer educators at least one hour "Class A" time.

WBAL-TV said it was instituting the program "in order to assist and expand educational television in Maryland." The "package-staff" is to include a producer, director, writer, set designer and announcer, and will be similar to that of a mobile unit. It will go directly to the schools and participate in story conferences, casting and rehearsals prior to any on-camera activities, the station announced.

This plan, WBAL-TV said, is the answer to the school "that cannot get into the business of broadcasting and lacks the personnel with professional know-how to take full advantage of the facilities offered."

Elaborating, Mr. Provost said time has been available for Maryland institutions which want to put on shows but that they have lacked people who knew how to do the necessary job. "We want to get Maryland colleges and universities into the television act on a sound and permanent basis as soon as possible," he said, adding that the station is "setting aside several commercial programs to accommodate the scheduling of this series in prime evening time."

Arnold Wilkes, WBAL-TV program manager, will supervise the "educational creative unit." Mr. Wilkes, former instructor in speech and dramatics at Middlebury (Vt.) College, held the post of director at WRGB (TV) Schenectady, N. Y., and WSYR-TV before joining the Baltimore station.

WBAL-TV reported that 12 Maryland colleges are going ahead with plans for fall programs. Conferences have been held with the Baltimore Board of Education looking to a series of programs to start after Labor Day.

Endorsement of the program has come from Dr. H. C. Byrd, U. of Maryland president, and Mrs. Eleanora B. Kane, radio-TV education specialist for Baltimore's Dept. of Education, WBAL-TV said.

COLOR ADAPTERS

500 Ordered After Showing

OFFICIALS of Color Video Inc., New York, reported last week that they had received orders for approximately 500 color television adapters following a demonstration for wholesalers and newsmen last Monday. This number, they said, was the total received on the first day on which orders were accepted, and came from about 20 distributors.

The Color Video adapter unit permits existing TV sets to receive CBS colorcasts in black-and-white. The kit was originally scheduled to retail at $31.25 but at the wholesalers' meeting Monday it was agreed, officials said, that dealers could rely upon their own inventories for the necessary condensers, resistors, etc. Contents of the kit consequently were reduced to a transformer and schematic diagrams, with the result that list price was cut to $12.50.

In performance at the demonstration, occasional flicker was noticed by observers, but otherwise the reception appeared excellent. Color Video President William M. Ivler said the company is producing solely for the present black-and-white market—to enable existing set owners to continue to receive all programs broadcast, whether on color or black-and-white standards—and has no present plans to market color converters. Nor is the company "pushing" either the CBS or the RCA color system, he said.

Color Video spokesmen said the principal feature of their adapter is in the transformer, to give high voltage and eliminate the need for additional controls which otherwise would be necessary. Production can be geared "to meet demand," they reported.

WTVJ
PUTS THE FASTEST GROWING MARKET EAST OF THE ROCKIES in the palm of your hand
FULL COVERAGE OF SOUTH FLORIDA
INCLUDING:
SOUTH PALM BEACH COUNTY
FORT LAUDERDALE
HOLLYWOOD
GREATER MIAMI
WTVJ
CHANNEL 4 MIAMI
ESTIMATED 75,000 TV SETS IN GREATER MIAMI according to N.B.C. research and dealer surveys
WTVJ
CHANNEL 4 MIAMI
a full time TELEVISION STATION
9 A.M. to 1 A.M.
WTVJ
CHANNEL 4 MIAMI
Full NIGHTTIME PROGRAMMING from all 4 NETWORKS
WTVJ
Represented by FREE & PETERS

It's like a four-ring circus—having the best shows from all four TV networks—and even more fun for 500,000 viewers.

No wonder Toledoans are climbing aboard at a lively clip. Sets sales now stand at . . .

And—as an added attraction, remember WSPD-TV bonus coverage in Northwestern Ohio and Southern Michigan.

There's still a spot for you. Why not climb on, too? Katz has the story. Get it today.

WSPD
TOLEDO, OHIO
A FORT INDUSTRY STATION
5000 WATTS ● NBC
Represented by
THE KATZ AGENCY, INC.
WSPD-TV
CHANNEL 13
Nat Sales Hq 488 Madison Avenue
New York 22 ELdorado 5-2455

telestatus

Agriculture Dept. Surv Shows TV Effective

(Report 173)

NINE out of every 10 women who viewed at least one program in a television training series titled "Let's Make a Dress" said they learned new things about dressmaking from the visual demonstrations, according to the Dept. of Agriculture.

Results of the program are described in a departmental circular, "Effectiveness of Television in Teaching Sewing Practices." The study was conducted by the Radio & Television Service, Office of Information, along with other departmental units, in cooperation with WNBW (TV) Washington, NBC-owned outlet and RCA.

Eighty-two percent of the women thought the programs had been helpful with things most needed, it was found. Nine percent said programs had not been helpful with such dressmaking problems while 9% were undecided. The proportion was 76% for the group seeing one to three programs; 92% for the four to six program group, and 97% for the group viewing seven to 11 programs.

It was found that 87% of the women viewing one or more programs considered them "very helpful" or "helpful," with 10% deeming them "not particularly helpful" or "not at all helpful." Two percent were undecided.

Of the 229 women out of 251 in the survey sample who saw any of the programs, 46% reported actual use of things learned from the programs on articles of clothing made or worked on between the start of the dressmaking series and the time of the interviews. Another 19% made articles during the period but did not use the information learned because the practices "weren't needed" for articles being made at that time. The remaining 34% either did no dressmaking during the period or did not learn anything useful.

The department's Radio & Television Service, of which Kenneth Gapin is head, has just published a report on devices used in television programming.

* * *

WBZ-TV, KTLA Issue New Rate Cards

WBZ-TV Boston last week announced Rate Card No. 6-T, and KTLA (TV) Los Angeles issued Rate Card No. 6, both effective Aug. 1.

WBZ-TV rates, for one hour, one time are:

Class A (7-11 p.m., Mon.-Sat., 6-11 p.m., Sun.), $1,250; Class B (5-7 p.m., Mon.-Sat., 1-6 p.m., Sun., 11 p.m. to midnight, Mon. through Sunday), $1,000, and Class C (sign-on to 5 p.m., Mon.-Sat.; sign-on to 1 p.m., Sun.), $750.

One minute slide or film a nouncement rates are: Class (6:59-11 p.m., Mon.-Sat., 5:59- p.m. Sun.), $250; Class B (4: 6:59 p.m., Mon.-Sat.; 12:59-5: p.m., Sun., and 11 p.m. to midnig Mon.-Sun.), $200, and Class (sign-on to 4:59 p.m., Mon.-S and sign-on to 12:59 p.m., Sun $150.

KTLA rates are: Class A ti (including film facilities), one ho $1,250; 30 minutes $800; 15 minut $525; 1 minute $250; 20 secon $230, and 10 seconds or less, $1 Sunday afternoon from 12 noon 6 p.m. is being changed from Cla A to Class B time.

* * *

Godfrey Tops Trendex Ratings

ARTHUR GODFREY'S *Tale Scouts*, with a rating of 36.9, l the top 10 Trendex ratings f sponsored network shows duri the week of July 1-7.

Following are the top 10 pr grams, according to Trendex:

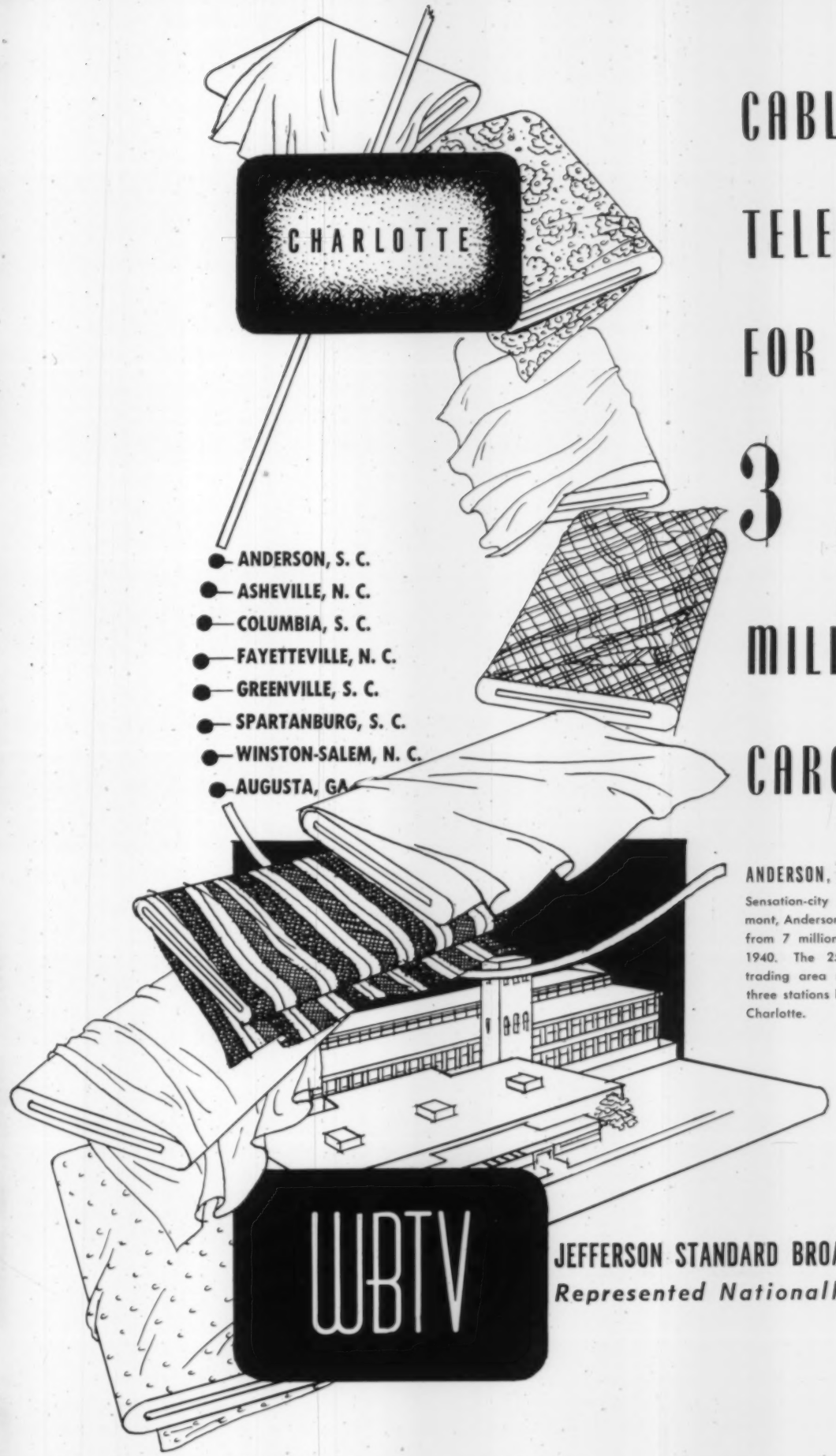
1. Godfrey's Talent Scouts	36.9	C
2. Toast of the Town	36.2	C
3. TV Playhouse (Philco)	29.1	N
4. What's My Line	26.3	C
5. Lights Out	25.8	N
6. Amos 'n' Andy	25.1	C
7. Martin Kane	24.9	N
8. Lucky Strike Theatre	24.7	N
9. This Is Show Business	23.7	C
10. Man Against Crime	22.8	C

Weekly Television Summary—JULY 23, 1951, TELECASTING Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	8,600
Ames	WOI-TV	59,634
Atlanta	WAGA-TV, WSB-TV	115,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	304,418
Binghamton	WNBF-TV	40,112
Birmingham	WAFM-TV, WBRC-TV	46,200
Bloomington	WTTV	16,400
Boston	WBZ-TV, WNAC-TV	747,000
Buffalo	WBEN-TV	207,322
Charlotte	WBTV	82,559
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	930,399
Cincinnati	WCPO-TV, WKRC-TV, WLWT	275,000
Cleveland	WEWS, WNBK, WXEL	482,041
Columbus	WBNS-TV, WLWC, WTVN	176,541
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	117,068
Davenport	WOC-TV	56,384
Quad Cities Include Davenport, Moline, Rock Isc., E. Moline		
Dayton	WHIO-TV, WLWD	190,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	511,434
Erie	WICU	60,050
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	117,068
Grand Rapids-Kalamazoo	WLAV-TV	115,600
Greensboro	WFMY-TV	70,808
Houston	KPRC-TV	80,110
Huntington-Charleston	WSAZ-TV	46,100
Indianapolis	WFBM-TV	148,000
Jacksonville	WMBR-TV	32,000
Johnstown	WJAC-TV	87,275
Kalamazoo Grand Rapids	WKZO-TV	133,122
Kansas City	WDAF-TV	125,047
Lancaster	WGAL-TV	101,129
Lansing	WJIM-TV	49,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV KNBH KTLA, KTSL, KTTV	877,421
Louisville	WAVE-TV, WHAS-TV	91,9
Memphis	WMCT	87,6
Miami	WTVJ	75,0
Milwaukee	WTMJ-TV	247,3
Minn.-St. Paul	KSTP-TV, WTCN-TV	256,4
Nashville	WSM-TV	31,6
New Haven	WNHC-TV	153,8
New Orleans	WDSU-TV	62,1
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	2,250,0
Newark	WATV	
Norfolk	WTAR-TV	71,6
Oklahoma City	WKY-TV	87,6
Omaha	KMTV, WOW-TV	80,5
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	863,3
Phoenix	KPHO-TV	37,9
Pittsburgh	WDTV	300,0
Providence	WJAR-TV	156,0
Richmond	WTVR	84,5
Rochester	WHAM-TV	83,6
Rock Island	WHBF-TV	56,3
Quad Cities Include Davenport, Moline, Rock Isc., E. Moline		
Salt Lake City	KDYL-TV, KSL-TV	48,1
San Antonio	KEYL, WOAI-TV	47,9
San Diego	KFMB-TV	97,5
San Francisco	KGO-TV, KPIX, KRON-TV	196,4
Schenectady Albany-Troy	WRGB	159,2
Seattle	KING-TV	85,6
St. Louis	KSD-TV	297,0
Syracuse	WHEN, WSYR-TV	120,6
Toledo	WSPD-TV	125,0
Tulsa	KOTV	83,5
Utica-Rome	WKTV	45,2
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	270,4
Wilmington	WDEL-TV	72,4

Total Markets on Air 63 — Total Stations on Air 107 — Estimated Sets in Use 12,533,0

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may b partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric compani and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas ar necessarily approximate.



CABLE TELEVISION FOR 3 MILLION CAROLINIANS

ANDERSON, SOUTH CAROLINA

Sensation-city of the South Carolina Piedmont, Anderson's industrial payroll has grown from 7 million to 44 million annually since 1940. The 250,000 people in Anderson's trading area receive television service from three stations but 89% "tune most" to WBTV, Charlotte.

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by Radio Sales

Film Report . . .

TV ADS Inc., Los Angeles, has completed five one-minute commercials for **B. F. McDonald Mfg. Co.,** promoting snake-bite kits, safety helmets, goggles and dirt respirators. **Philip J. Meany Co.,** Los Angeles, is agency.

* * *

DuMONT Television has purchased second run TV rights to 26 British feature films through **Rene Williams, Williams Productions,** Los Angeles.

* * *

TELEPIX Corp., Hollywood, has completed tow film commercials each for **Piqua Wine** and **42 Products Inc.**

* * *

PROCTER & GAMBLE Productions, Los Angeles, begins production on next six *Fireside Theatre* programs about Aug. 11, following completion of six films for fall which go on air Aug. 21. The summer programs started on KNBH (TV) Hollywood July 16, making a total of 25 stations scheduled to telecast the eight-week series.

* * *

JERRY FAIRBANKS-Productions, Hollywood, has completed commercial series for **Willys Overland, Colgate, Falstaff** beer, **FAB** and **Simoniz.**

Operation

Sunburst

HOTTEST NEWS OF THE SUMMER IN RADIO AND TV ADVERTISING!

WLW

WLW-TELEVISION

Studies Partial Thaw

(Continued from page 64)

tinued the city-by-city hearing, previously scheduled to commence today (Monday), and re-scheduled the hearing for July 30 in the event the shortcut plan is not adopted and oral testimony will be received.

Although Commission spokesmen on Thursday would not guess when a final ruling on the shortcut plan will be reported, it was generally agreed the decision probably would be made early this week.

NARTB suggested that in lieu of oral testimony the Commission accept sworn statements of evidence respecting the city-by-city allocations. NARTB's petition suggested a 30-day period be allowed for the filing of direct evidence and another 30-day period for submission of replies. It was suggested that oral hearing be considered by FCC on a case-to-case basis where specific needs were shown.

FCC's proposed procedure did not give any specific time for filing of initial testimony or replies.

Meanwhile, the Commission last week dismissed a motion by WICU (TV) Erie, Pa., to strike the allocation comment filed by WERC there, TV applicant. The WERC comment proposed that VHF Channel 12, presently used by WICU, be reserved for noncommercial educational use and that UHF Channel 41, proposed to be reserved in FCC's plan, instead be made available commercially. WERC argued that with all commercial stations in Erie assigned in the UHF a more desirable competitive situation would ensue.

WICU, in moving that the WERC comment be stricken, held the proposal was illegal since a show-cause proceeding is required to remove a station from its frequency to another channel.

FCC explained, in denying the motion to strike, it was not its purpose "at this time to discuss the merits" of the argument, but indicated the WERC comment is proper as such.

"We are of the opinion that a comment urging that a VHF channel, now in commercial operation, be made available instead for noncommercial educational use, is proper and within the meaning of the Third Notice," the Commission said.

In its written statement, JCET noted that it earlier had informed the Commission of its intention "to appear as a party of record in the hearings with respect to each community for which a noncommercial educational reservation is proposed in Appendix C" of FCC's Third Notice.

It continued: "In addition, the JCET and various members of its constituent organizations have filed comments requesting certain reservations in addition to those proposed in Appendix C. Accordingly, the JCET is interested as a party of record in the allocations proposed by the Commission with respect to more than 200 different communities. The educational institutions located in these communities number in the thousands. It will be impossible . . . to prepare and file, within 30 days, the sworn statements and exhibits from all these communities.

JCET 'Summer Trouble'

"The difficulties which the JCET confronts in this respect are aggravated by the fact that the said 30-day period would presumably transpire during the summer months when numerous officials and representatives of educational institutions will not be as readily available as would be the case during the academic season."

JCET asked that 60 days be allowed for initial presentation and 45 days for replies.

Noting FCC proposed to allow only oral cross examination in certain cases and did not mention possible oral direct testimony where needs were shown, JCET asked that this latter provision be included.

Pointing up the importance of the educational reservation issue, JCET continued:

Three of the members of the Commission dissented in part from the Commission's Third Notice of Further Rule Making and two more Commissioners made separate or additional statements of their views. Chairman Coy, in his additional views, stated that there is "a startling lack of data concerning the willingness and readiness of educational institutions . . . to use television as an educational tool." Chairman Coy further stated that he concurred in the educational reservations proposed in Appendix C "with the hope that the evidence in the ensuing proceedings will give the Commission further and more certain information than it now has as to what we may expect with respect to the utilization of the frequencies proposed to be reserved for educational stations."

Comr. Webster, dissenting in part, stated that the record so far made in these proceedings does not support educational reservations, but that "such a showing can be made on a community-by-community basis in the hearing which is being held with respect to specific assignments contained in Appendix C." He further stated that: "If a sufficient showing is made at such a hearing, I would be in favor of making reservations for educational institutions in those communities as to which such a showing is made."

Comr. Sterling dissented from the

TV FILMS THAT EXCEL in TV it's VP

van praag productions
1600 Broadway, N.Y.C.
PL. 7-2857

TELEFILM, INC.
COMPLETE FILM PRODUCTION FOR TV SPOTS-PROGRAMS
All Production Steps In One Organization
6039 Hollywood Blvd., Hollywood 28, Calif.
HOLLYWOOD 9-7205

KEARNEY TO ABC

New TV Spot Sales Manag

DON L. KEARNEY, televis program manager of the K Agency, New York, has been nam television sp sales manag for ABC, it w learned last we He is slated assume his n duties Aug. succeeding Ra Dennis.

Mr. Kearney

Mr. Kearn was advanced his present po tion with Katz station representative firm June [BROADCASTING • TELECA ING, June 18], and had been a sistant TV sales manager of t company since 1949. He forme headed the cooperative progra sales department of Mutual.

reservation of VHF channels for ed cational stations.

It is apparent, therefore, that seve members of the Commission have be counting upon the further hearin proposed in the Third Notice . . . assist them in determining whether t number of channels proposed to reserved for educational television Appendix C should be increased reduced. This, of course, is the fund mental issue which concerns the JCE It is an issue which cannot in all ca be as satisfactorily considered and d posed of by written statements as oral proceedings.

The conflicting considerations wh are apparently in the minds of seve of the Commissioners will not in cases resolve themselves into sha "factual issues." . . . Obviously, so or all members of the Commission w be concerned with the seriousn and substantiality of the intention educational institutions to utilize reserved channels. For the manifes tion and analysis of such intent, o proceedings will, in some instances a more suitable procedural vehi than written statements.

JCET told FCC it did not thi oral hearings would be necessa on more than a dozen communiti with prospects this number mig be further reduced and the issu limited "by stipulation with su parties as may wish to opp reservations."

DuMONT TV Network is now car ing *Georgetown U. Forum.* Progr is carried over 200 stations by LI Show is fed to network by WT (TV) Washington.

WDRC

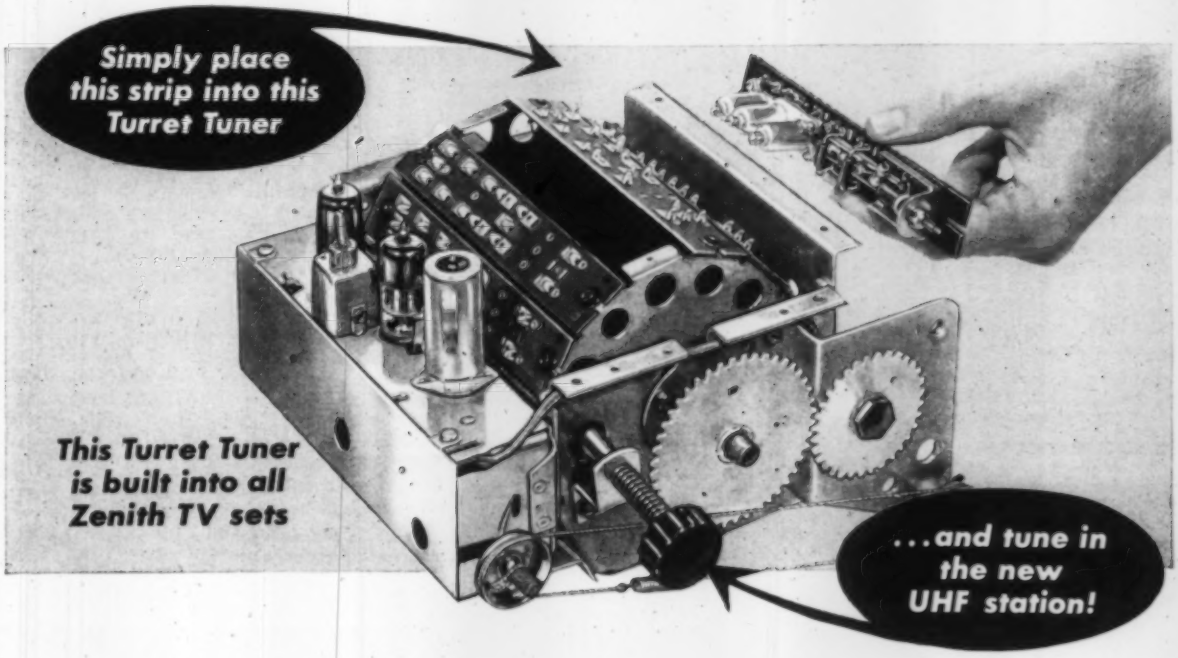
HARTFORD 4 CONNECTICUT
WDRC—FM

3R's=1st

The 3 R's . . . Ratings, Rates, Results . . . made WDRC 1st choice in the Hartford Market. Write Wm. Malo, Commercial Mgr., for availabilities. Represented by Raymer

CBS

THERE'S NOTHING WRONG WITH TV SALES that *UHF* won't cure– and Zenith has provision for it!


Simply place this strip into this Turret Tuner
This Turret Tuner is built into all Zenith TV sets
...and tune in the new UHF station!

remember...

with UHF on the way, the goodwill of your customers is at stake. The sets you sell today, they'll expect to use tomorrow.

More TV stations... more TV programs ... and better-than-ever television entertainment! With all this on the way —and TV inventories at an all-time high—you've plenty of reason to put UHF to work making sales for you.

And Zenith alone guarantees that every television set it has ever built and sold to the public has built-in provision for tuner strips to receive the new UHF channels without a converter.

Tie-in with this sales-making bonus! And start boosting this coming new era of television entertainment today ... using Zenith's provision for UHF to build more sales, greater profits for you —now, and in the days ahead!

Learn the facts on UHF by writing today, *now*, for your free copy of Zenith's easy-to-read booklet titled "UHF Television—What It Is—What It Means To You." Mail this coupon now!

ZENITH "LONG DISTANCE" RADIO and TELEVISION

THE ROYALTY OF RADIO AND TELEVISION

UHF

ZENITH RADIO CORPORATION
6001 West Dickens Avenue, Chicago 39, Illinois

Please send your free booklet "UHF Television ... What It Is ... What It Means To You."

Name of Dealer.....

Address.....

City & State.....

Your Name.....

Z8

Time Buyers, NOTE!

NO TV
Stations within
60 miles of
YOUNGSTOWN, O.
Ohio's 3rd
Largest Trade Area
Buy
WFMJ
The Only ABC
Station Serving
This Market
5000
All programs duplicated on
WFMJ-FM
50,000 Watts on 105.1 Meg.
WATTS
CALL
Headley-Reed Co.,
National Representatives

the facilities of
The XL Stations
constitute
the
dominant
advertising
medium
in the
billion
dollar
pacific
northwest
market
Pacific Northwest Broadcasters
Sales Managers
Wythe Walker — Eastern
Tracy Moore — Western

upcoming

NARTB DISTRICT MEETING SCHEDULE

Dates	Dist.	Hotel	City
Aug.			
23-24	4	Roanoke	Roanoke, Va.
Sept.			
10-11	2	Syracuse	Syracuse
13-14	8	Book Cadillac	Detroit
17-18	9	Moraine-on-the-Lake	Highland Park Ill.
20-21	11	Radisson	Minneapolis
24-25	10	Blackstone	Omaha
27-28	12	Broadview	Wichita
Oct.			
4-6	14	Utah	Salt Lake City
8-9	17	Davenport	Spokane
11-12	15	Mark Hopkins	San Francisco
15-16	16	Site to be selected	Los Angeles
25-26	6	St. Charles	New Orleans
29-30	13	Shamrock	Houston
Nov.			
1-2	5	Soreno	St. Petersburg
5-6	1	Somerset	Boston
8-9	7	Seelbach	Louisville
12-13	3	William Penn	Pittsburgh

* * *

July 23: BMI Clinic, Seattle.
July 24: BMI Clinic, Portland, Ore.
July 26: BMI Clinic, San Francisco.

July 27:TV Broadcasters Tax Committee on Excess Profits Tax Act, Senate Finance Committee, 312 Senate Office Bldg.

July 27: ABC and United Paramount Theatres' respective stockholders meet to pass on UPT-ABC merger.

July 27-29: Carolina Radio News Directors Assn., Ocean Forest Hotel, Myrtle Beach, S. C.

July 30: FCC City-by-City TV Allocations Proceeding begins, Washington.

July 31: BMI Clinic, Los Angeles.

Aug. 1-2: Nat'l Appliance and Radio Dealers Assn., Bendix Radio, RTMA, NARTB testify on excise taxes. Senate Finance Committee, 312 Senate Office Bldg.

Aug. 2-3: Illinois Assn. of Broadcasters, First Summer Meeting, Pere Marquette State Park.

Aug. 2-3: Annual Conference on Radio in Education, Workshop and Clinic, Indiana U., Bloomington.

Aug. 5: Arkansas Broadcasters Assn. First Annual Sales Clinic, Hot Springs, Ark.

Aug. 20: BMI Clinic, Harrisburg, Pa.

Aug. 20-23: AIEE Pacific General Meeting, Portland, Ore.

Aug. 21: BMI Clinic, Columbus, Ohio.

Aug. 22: BMI Clinic, Roanoke, Va.

Aug. 22-24: Institute of Radio Engineers Western Convention and Seventh Annual Pacific Electronic Exhibit, Civic Auditorium, San Francisco.

Aug. 23-25: West Virginia Broadcasters Assn., Greenbrier Hotel, White Sulphur Springs, W. Va.

Aug. 24: BMI Clinic, White Sulphur Spring, W. Va.

Sept. 15: Presentation of First Annual Edward L. Bernays Foundations Radio-Television Award by American Sociological Society.

Sept. 17-21: Premium Advertising Assn. of America, New York Premium Centennial Exposition, Hotel Astor, New York.

Sept. 24-26: Assn. of National Advertisers, Fall Meeting, Waldorf-Astoria, New York.

Sept. 28-29: Continental Advertising Agency Network, 19th Annual Meeting, Philadelphia.

Oct. 15-16: Boston Conference on Distribution, 23rd Annual Forum, Hotel Statler, Boston.

Oct. 15-19: Society of Motion Picture & Television Engineers Convention, Hollywood Roosevelt Hotel, Hollywood.

Oct. 22-26: AIEE Fall General Meeting, Cleveland.

Oct. 29-31: Institute of Radio Engineers Fall Meeting, King Edward Hotel, Toronto, Ont.

Nov. 12-14: National Assn. of Radio News Directors Convention, Sherman Hotel, Chicago.

Nov. 14-15: American Public Relations Assn., Seventh Annual Meeting, Philadelphia.

Nov. 26-29: Financial Public Relations Assn., Annual Convention, Hollywood Beach Hotel, Hollywood, Fla.

KCBD CHANGES

Bryant Gets Control

CHANGES in officers of KCBD Lubbock, Tex., following approval of stock transfers by FCC have been announced by the station, now owned 95% by personnel who operate the 1 kw fulltime outlet on 1590 kc [BROADCASTING • TELECASTING, June 4].

Joe H. Bryant, president of Caprock Broadcasting Co., licensee, since its founding in 1946, has acquired controlling interest through purchases of stock from nine other persons. Part of this acquisition has been re-sold, with minor interests going to Robert L. Snyder, assistant manager; George Tarter, commercial manager, and Frank Lee, chief engineer.

Mr. Tarter has been elected vice president and director and Mr. Lee has been elected secretary of KCBD. Mr. Snyder is vice president and treasurer.

'VOICE' AUDIENCE

Growing Rapidly

WORLDWIDE audience to the Voice of America overseas programming has grown by leaps and bounds in recent months on the basis of letters received from listeners, many of them behind the Iron Curtain, according to the Dept. of State.

At the same time, the U. S. Campaign of Truth has been stepped up appreciably, with increases in VOA programming hours, language output and number of transmitters. These gains were accomplished despite "the difficulty in hiring trained, top level personnel," the State Dept. pointed out.

With respect to listeners' communications, the department said total number of letters from overseas audiences received during March 1951 surpassed that for any previous month, reaching nearly 40,000.

ABC resuming its capital news summary, *White House Report*, 8:55-9 a.m., Mon.-Fri., beginning July 23.

A 32-YEAR WAIT

Gluck Finds His Ans

IT TOOK 32 years and a copy BROADCASTING • TELECASTING settle a long standing question the mind of E. J. Gluck, presid and general manager of WS Charlotte, N. C.

Back in 1919 at Brest Har France, when Mr. Gluck was s ing as a radio operator aboar Naval transport, he heard m being played over the wireless. though he had been a "ham" op ator since 1912, this was the f time he had ever heard m played on the air. In great exci ment, Mr. Gluck called his c manding officer to witness event. The officer, somew astounded himself, doubted the thenticity of the broadcast quipped something about "r operators all being crazy."

So after these many years, Gluck picked up his July 2 issue BROADCASTING • TELECASTING saw the answer. In the ON A ACCOUNTS sketch about Phil Wh manager of the Chicago office Calkins & Holden, Carlock, Clinton & Smith, it was repor that Mr. White was the yo operator who was back of the f musical program Mr. Gluck he

RADIO'S RIGHT

Congress Hears About

RADIO'S freedom to editorialize desirable, Rep. Clinton D. McK non (D-Calif.) said last week.

The Congressman, pointing KFMB San Diego's "editor page," commented "the question whether a radio station should free to editorialize has been a m question before FCC for ma years. Radio stations are now f to use their facilities for editor comments. . . . Now that m communities have only one ne paper, freedom of editorial co ment by radio stations seems m desirable. . . ."

According to Rep. McKinn "KFMB's intelligent utilization that freedom has met with insta taneous approval from the citize of San Diego." Script was put *Congressional Record*.

NEARLY 30 YEARS
MANUFACTURERS OF
FINE BROADCASTING EQUIPMENT
Gates
RADIO COMPANY
QUINCY, ILLINOIS

programs promotion premiums

RADIO STILL TOP

NATIONAL Council of Churches sending brochure to trade headed "Is radio dying? . . ." on aqua cover with white TV antennas in background. Inside continues "Not if you judge by religious broadcasts! Every 38 seconds, day and night, seven days a week, someone is writing to one of the network radio programs presented by the National Council of Churches." It continues, "radio brings our message into people's homes! . . . Radio is a great moving force. We are planning better, bigger things for radio . . ." On back is list of shows presented by Council on networks.

POST CARD SUGGESTIONS

WTAG Worcester sending out return address post cards to listeners asking for comments and suggestions for *Morning Parade* show, featuring John Woods. Piece headed "Hello! May I introduce myself?" Cards ask if listeners like show, do they have any preference for certain music and asks for comments and suggestions for bettering show. Return card is addressed to Mr. Woods.

FOR MEN OVERSEAS

WFDR (FM) New York launching new service to families of service men overseas, enabling them to record two-minute messages at station for shipment to Armed Forces Radio Service station closest to soldier. Only requirements for service are contribution of dollar or more to Damon Runyon Cancer Fund and provision of soldier's complete address.

BROADCAST CEREMONIES

KPQ Wenetachee, KVOS Bellingham, KJR Seattle, and KGA Spokane carried dedication ceremonies of Columbia Basin irrigation project. KPQ originated full-hour broadcast to other stations.

SHOW PAYS OFF

WPEN Philadelphia's Steve Allison, nighttime disc jockey, invited head of city's narcotic squad to inform audience of narcotic dangers. Police official told of police department's work to stop supply of drugs going to addicts. Station reports telephone lines were kept busy for first three hours of broadcast while official was on air. Police official received many leads and tips from anonymous callers. Some of these were already known and rest were of great help to detective.

SPORTSCAST FROM HOSPITAL

KENT Shreveport in cooperation with Veterans Administration Special Services and B'nai B'rith entertainment committee presented special baseball broadcast direct from recreation lounge of new VA Hospital in city. Using leased Western Union wire, station carried game broadcast from Beaumont, Texas, and gave color and statistics from new medical center.

NEW VARIETY SHOW

RADIOZARK Enterprises, Springfield, Mo., sending advertisers and trade small corncob pipe in announcing new *Smiley Burnette Show*. Copy gives all facts on show, selling power and extras it offers. It also has roundup of Mr. Burnette's accomplishments as motion picture star and songwriter. Container pipe is inclosed in is headed "Let Up! Lite Up! and Listen!"

CITES AWARD WINNER

WBBM Chicago distributing two-color promotion folder headlined "Again the Nation's Most Honored and . . . Always Chicago's Most Sponsored," spotlighting its award winning series *The Quiet Answer*."

PUSHING TV SETS

WFMY-TV Greensboro sending trade tear sheet of four ads in two local papers plugging television set buying. Under head "We're telling 'em . . . Hope you're selling 'em!" ads tell of pleasures to be had from TV set and station programs.

INSIDE VIEW

B. F. GOODRICH Co., Akron, July 22 gave viewers of its *Celebrity Time* on CBS-TV Sun., 10-10:30 p.m., a director's eye-view of production. Sponsor sent copies of several pages from scrip to selected retail customers from coast-to-coast, accompanied by glossary explaining the technical directions. A letter from starmaster Conrad Nagel tightened promotion tie-in by giving each recipient name of retail dealer who supplied his name for mailing list.

PLUGGING NEW SHOW

KTSL (TV) Los Angeles sending trade and advertisers series of small tear sheets about new *Wonderful Town* program. Show features Faye Emerson, who focuses program toward cities and towns. Piece has short memo attached explaining the increased viewers in area.

GETS GOOD RESULTS

MBS is distributing promotion piece, "Sum Fun with the Add Man," which claims that there were "397,485,000 more family hours of listening to Mutual in 1950 than 1949"; that "on Sunday afternoons mutual clients are getting the largest audiences in all network radio," and that mutual's "Kid Strip (5-6 p.m.) tops the field in ratings and audience and homes per dollar."

NAME CALL LETTERS

KFMB San Diego recently held contest asking listeners to figure out what call letters stood for. Station received many responses, and selected four winners. Neither present station owners nor previous owners knew why those call letters were assigned. The first prize winner's definition was "Keynotes Full-Measure Broadcasting."

COUNTING THE WORD

DISC Jockey Allan Curtis of WFGM Fitchburg, Mass., conducting contest on his early morning show, asking listeners to count word "Go" in new MGM recording GO, GO, GO, GO. He reports that mail in contest has been heavy. Person coming closest to figure (195 times), will receive non-breakable records.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.

LANG-WORTH
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Time for peak Fall buying, the '51 Marketbook gives you Spot Ratefinder, newest rate information, population shifts, county-by-county breakdowns, state statistics, TV circulation, foreign language stations — plus brand new state and regional maps especially drawn for this edition.

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Title

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City Zone

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'51 Marketbook Special

FCC actions

JULY 12 THROUGH JULY 19

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**
STA-special temporary authorization		**CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

July 12 Applications . . .

ACCEPTED FOR FILING

License for CP

KTLN Denver, Col.—License for CP to change frequency to 1150 kc.

WIPC Lake Wales, Fla.—License for CP new AM station.

AM—1240 kc

WFEC Miami, Fla.—CP to change from 1220 kc 250 w D to 1240 kc 250 w unl.

Modification of License

KLIF Oak Cliff, Tex.—Mod. license to change main studio locations from Oak Cliff to Dallas.

License Renewal

Following stations request renewal of license: KPAS Banning, Calif.; KTOP Topeka, Kan.; KALE-FM Pasco, Wash.

CP to Replace CP

KWBW-FM Hutchinson, Kan.—CP to replace CP, as mod., for new FM station.

Modification of CP

KONO-FM San Antonio, Tex.—Mod. CP new FM station to change ERP from 48 kw to 4.39 kw, ant. from 410 ft. to 124 ft. etc.

APPLICATION DISMISSED

WJOC Jamestown, N. Y. — DISMISSED application for mod. CP to change frequency etc. for extension of completion date.

July 13 Applications . . .

ACCEPTED FOR FILING

License for CP

WFUL Fulton, Ky.—License for CP new AM station.

KXRN Renton, Wash.—License for CP to change frequency to 1230 kc etc.

KNOB (FM) Long Beach, Calif. — License for CP new FM station.

AM—1420 kc

WLEA Hornell, N. Y.—Mod. CP new AM station to change from 1480 kc D to 1420 kc unl. with 500 w N DA-N.

AM—690 kc

KEPO El Paso, Tex.—Mod. CP authorizing increase in power etc. to increase N power from 5 kw to 10 kw and change DA-N.

Modification of CP

KLX Oakland, Calif.—Mod. CP authorizing power increase etc. to change trans. location from Berkeley to Richmond, Calif.

WAGA-FM Atlanta, Ga. — Mod. CP new FM station for extension of completion date.

License Renewal

Following stations request license renewal: WSIP Paintsville, Ky.; WACR Columbus, Miss.; WIFM (FM) Elkin, N. C.

CP to Replace CP

KOWN Conway, Ark.—CP to replace expired CP new FM station.

KOA-FM Denver, Col.—Same.

Modification of License

WKY-TV Oklahoma City, Okla.—Mod. license to change studio location from 201 N. Dewey to 1300 East Britton Rd., Oklahoma City.

July 17 Decisions . . .

BY THE SECRETARY

WHLI Hempstead, N. Y.—Granted license to install new trans. as an aux. trans.

KJEF Jennings, La.—Granted license for AM station on 1290 kc 500 w D.

WCAP Lowell, Mass.—Granted license for AM station on 980 kc 1 kw D.

WPAB Ponce, P. R.—Granted license for change of facilities and for changes in presently licensed vertical ant. and ground system on 550 kc .5 kw-LS 1 kw-N unl.

WJIM Inc., Detroit, Mich.—Granted license for TV inter-city relay, KQC-37.

WAGA-TV Atlanta, Ga.—Granted CP to install aux. trans. at main trans. site.

Atlanta Newspapers, Inc., Area Atlanta, Ga.—Granted CP for new pickup, KA-9226.

KNED McAlester, Okla. — Granted mod. CP to change ant. system.

KAPK Minden, La. — Granted CP for approval of ant., trans. and dio location.

WKVM Arecibo, P. R.—Granted CP for extension of completion date 10-15-51; cond.

WSUI Iowa City, Iowa—Granted thority to reduce operating hours unl. to a minimum of 6 hours d from Aug. 9, through Sept. 19 in o to observe fall vacation period, o

WILM Delaware Broadcasting Wilmington, Del.—Granted license install old main trans. as an aux. present location of main trans.

White Rose Broadcasting Co., Y Pa.—Granted request to cancel licen and delete remote pickups, KGA-KGA-448, FM STL station, KGA-99

WFOY St. Augustine, Fla.—Gran CP to install new trans.

WKLJ Sparta, Wis.—Granted CP to change type trans. and ant. tem.

WHP-FM Harrisburg, Pa. — Gran mod. CP for extension of complet date to 10-26-51.

WJEF-FM Grand Rapids, Mich. Granted mod. CP for extension of co pletion date to 12-27-51.

WNHC New Haven, Conn.—Gran license to change trans. location ant. and ground systems.

KILA Hilo, Hawaii—Granted lice AM station on 850 kc 1 kw unl.

WWNR Beckley, W. Va.—Granted cense to change frequency, power, stall new trans. and DA-N and cha trans. location; 620 kc 500 w-N 1 LS DA-N; cond.

WPRS Paris, Ill.—Granted license AM station on 1440 kc 500 w D.

Twin State Bcstrs., Inc., St. Johnsbury, Vermont — Granted request cancel license and delete remote pickup, KA-5355.

Catawba Valley Broadcasting Inc., Hickory, N. C.—Granted requ to cancel license and delete FM station, KIB-80.

WLEC Sandusky, Ohio—Granted to install new trans. as an aux. at p ent location of main trans. to be o ated on 1450 kc 250 w.

KPUY Puyallup, Wash. — Gran mod. CP for approval of ant. and tr and studio locations and change trans.

WNBT New York—Granted mod. for extension of completion date 9-15-51.

KNBC-FM San Francisco, Calif. Granted license for FM station; Ch. (99.7 mc) 45 kw, ant. 1240 ft.

Pioneer Broadcasting Co., Crock Tex.—Granted license to cover for KA-7681 which expires 8-1-51.

Scranton Broadcasters, Inc., Ba Scranton, Pa.—Granted license for mote pickup, KGB-711.

Herman Anderson, Tulare, Calif. Granted license for remote pick KA-8702.

KLWN Lawrence, Kan.—Granted cense for AM station on 1320 kc w D.

Following were granted CP's and censes for remote pickup stations: 9206 (Oral J. Wilkinson, Murray, Ut KA-9203 (North Dakota Bcstg. Co., Minot, N. D.); KA-9208, KGB-807 (Capital Bcstg. Co., Annapolis, M KA-9201 (Green Bay Newspaper Green Bay, Wis.).

WANT Richmond, Va.—Granted cense for AM station on 990 kc 1 kw

WTNB Birmingham, Ala. — Gran CP to install new trans.

West Bend Bcstg. Co., West Be

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...-Granted CP for new remote pick-... KA-9207.

...llowing were granted CP's for new ...mote pickups: KA-9202 (Village ...g. Co., Oak Park, Ill.); KA-9204 ...on M. Norris, Red Lion, Pa.); KA-... (Alachua County Bestg. Inc., ...nesville, Fla.); KA-9200 (Carbondale ...g. Co., Inc., Carbondale, Pa.).

WLEA Hornell, N. Y.—Granted mod. ...for approval of ant., trans. and stu... location.

WGMO Cape Girardeau, Mo.—Grant... mod. CP for approval of ant., trans. ...d studio location, and mount FM ant. ...side of AM tower; cond.

WMPA Aberdeen, Miss. — Granted ...d. CP for approval of ant., trans. ...d main studio locations.

WGAF Valdosta, Ga.—Granted mod. ...to change type trans. and location ...ordinates only).

KMAR Bakersfield, Calif. — Granted license for FM station, Ch. 223 (92.5 mc), 4.7 kw ant. 440 ft.

KDAS Malvern, Ark.—Granted mod. CP for approval of ant., trans. location, specify main studio location, and make changes in trans. equipment.

KONO-FM San Antonio, Tex.—Granted mod. CP for extension of completion date to 9-28-51.

KFUO-FM Clayton, Mo. — Granted mod. CP for extension of completion date to 9-1-51.

ACTION ON MOTIONS

By Commissioner Paul A. Walker

Covington Broadcasting Co., Inc., Opp, Ala.—Granted petition for continuance of hearing from July 27 to Aug. 27 in Washington in proceeding upon its application and that of The Opp Broadcasting Co., Inc.

KAUS Austin, Minn.—Granted petition requesting dismissal without prejudice of application for CP.

City Broadcasting Corp., Nashua, N. H.—Granted petition for leave to amend application with respect to officers, directors and stockholders so as to show substitution of Claude E. Nichols for said Stanley Lecius, deceased, and to show business and financial interests of Nichols.

KCOG Centerville, Iowa — Granted petition to take depositions in proceedings upon application.

Western Union Telegraph Co. — Granted motion for extension of time to Aug. 20 for filing exceptions to initial decision, released June 27 in Docket 9292.

Central Ohio Broadcasting Co., Galion, Ohio—Granted petition insofar as it requests dismissal of application and denied insofar as it requests dismissal to be without prejudice; petition for review of hearing examiner's adverse ruling filed on May 1, 1951 by Central Ohio dismissed.

By Hearing Examiner Fanney N. Litvin

WVOP Vidalia, Ga.—Granted petition to dismiss pending petition for waiver of hearing in proceeding upon application; hearing is scheduled for Sept. 12 in Washington.

By Hearing Examiner Basil P. Cooper

KTHS Hot Springs, Ark.—Ordered that exhibit marked Exhibit No. 22 in proceeding upon application of KTHS for renewal of license and for CP be received in evidence and record closed as of July 12.

By Hearing Examiner H. B. Hutchison

Brazosport Broadcasting Co., Freeport, Tex.—Granted petition requesting that answers to Sect. IV, Part I, Paragraphs 1(b), 2(b), 4(b) and 5(a) of their application be amended and that Exhibit I-1 be substituted for present Exhibit I, for purpose of bringing its proposed program schedule and data up to date in order to reflect D operation only.

By Hearing Examiner James D. Cunningham

KYA San Francisco, Calif.—Granted petition for continuance of further hearing in proceeding upon its application and that of KVSM San Mateo, Calif. from July 17 to Sept. 18 in Washington.

By Hearing Examiner Leo Resnick

Western Broodcasting Associates Modesto, Calif., West Side Radio Tracy, Calif.—Ordered that further hearing in this proceeding is hereby scheduled for July 24 in Washington.

By Commissioner Walker

KCIJ New Orleans, La.—Granted petition for continuance of hearing in proceeding for assignment of CP of KCIJ and license to cover CP from July 23

(Continued on page 87)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted, 10¢ per word—*$1.00 minimum* • Help Wanted, 20¢ per word—*$2.00 minimum*
All other classifications 25¢ per word—*$4.00 minimum* • Display ads. $12.00 per inch

No charge for blind box number. Send box replies to
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All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Sales promotion manager needed by outstanding midwest, regional network affiliate. Must be creative with thorough knowledge graphic arts. Must be able to originate and write publicity. Need a sales promotion man who knows radio and is ambitious. Include with letter application salary expectations and a recent photograph with samples of publicity writing, newspaper ad layouts, brochures and other examples of performance. Address Box 341K, BROADCASTING.

Want sales manager with proven record, small, medium market or salesman ready for promotion. Community minded clean individual with integrity and tenacity required. Extremely attractive opportunity money-wise in fine midwest community. Progressive 1000 W fulltime affiliate. Don't delay. Box 365K, BROADCASTING.

Salesman

Pennsylvania small market station needs salesman to fill vacancy August 15th. Car necessary. Starting salary $50 plus commission. Full details, first letter. Good opportunity. Box 287K, BROADCASTING.

Sales engineer. Prominent sales organization (New York) wants man who can sell magnetic tape and audio line to broadcasters, recording companies and advertising agencies. Box 337K, BROADCASTING.

Chief salesman wanted in Berkshire, New England area. Fifteen percent commission, $100.00 guaranteed draw for the right man. Contact Nicoll, WNAW, North Adams, Massachusetts.

If you have had one year, or more, experience in any phase of radio and want to better yourself by joining the sales department of a fine radio station on the Atlantic coast in a metropolitan market, get in touch with Harrol A. Brauer, WVEC, Hampton, Virginia immediately. If selected you will receive a liberal draw against commission. Don't miss this opportunity.

Announcers

Wanted by upper midwest station, announcer interested in script and traffic. Write Box 274K, BROADCASTING.

Opening in near future for good announcer-engineer in Minnesota station. Send details Box 275K, BROADCASTING.

Announcer-engineer for western Pennsylvania station. $1.75 per hour. Must be good staff announcer. Advise experience, complete details. Box 291K, BROADCASTING.

Michigan 1 kw. Experienced announcer. Clear selling voice. Both ad lib and script. Strong on news and records. Good working conditions. Send disc. Box 314K, BROADCASTING.

Experienced combo announcer-engineer with first at upper midwest Liberty affiliate. Sharp operation. $225 to $275 a month depending on production and announcing ability. Immediate opening. Write or wire Box 348K, BROADCASTING.

Sports announcer: Qualified to do play-by-play football games of large Southern Conference University. Must be able to handle all sports, baseball, basketball and boxing, plus work regular shift. Send audition and letter of qualification. Box 351K, BROADCASTING.

Announcer wanted for network affiliate in Texas. Prefer disc jockey experience. Single man only. Quarters furnished. Send full particulars including picture and disc. Box 353K, BROADCASTING.

Help Wanted (Cont'd)

Experienced announcer with ticket. Salary $250. Contact J. B. McNutt, KBUD, Athens, Texas.

Sportscaster-announcer. Take charge of sports department. Heavy on football and basketball. Some staff work. KOEL, Oelwein, Iowa.

Wanted, experienced announcer with first class license. WBIP, Booneville, Mississippi.

Experienced announcer wanted by established independent. Must have good news voice, smooth ad lib style, 40-hour week, good working conditions, send tape or disc with full particulars to Manager, WCNT, Centralia, Illinois.

First phone announcer, salary $75.00 44 hours start. Wire or call WCTA, Andalusia, Ala.

Wanted: Announcer-engineer, emphasis on announcing. Experience desired but not necessary. Rush disc, full particulars in 1st letter. WDEC, Americus, Georgia.

Combination announcer-engineer. Emphasis announcing, night shift, progressive network affiliate. Attractive salary. Send disc and qualifications, WFLB, Fayetteville, N. C.

Immediate opening, established ABC affiliate, newscaster-announcer, typing, board operation essential. Send disc, background, references. Phone 6840 or wire WGEM, Quincy, Illinois.

Wanted, announcer with first phone, write WHLN, Harlan, Kentucky.

Announcer-engineer needed at once, WIPC new kilowatt daytime, Lake Wales, Florida. Wire or call 29831 collect, if interested in particulars.

Combination announcer-engineer wanted for morning schedule in college town station. If interested, send audition and reference data to Radio Station WJBS, Deland, Florida. Immediate opening. Experience and first class radio-telephone license required.

Immediate opening: Announcer for football-basketball play-by-play and regular shift on board. Will accept qualified man fresh from school. $50 start. Send audition, draft status, vital statistics to Dave Kane, WLAU, Laurel, Mississippi.

Announcer-engineer, with first class ticket, at least six months experience. Good working conditions, 250-watt network station. Send disc, qualifications and salary requirements. WMLT, Dublin, Georgia.

Engineer - announcer for splendidly equipped small town station near Atlanta. Want good engineer—willing to teach announcing. Permanent position. Reasonable living conditions. WMOC, Covington, Georgia.

Will pay sixty-five for good combination man who can read a commercial and do DJ work. Send disc or call at WMPM, Smithfield, N. C.

Opening about August 10 for experienced announcer, strong on ad lib, special events, news, record shows. Preference will be given man who also can do good play-by-play sports. Schedule includes sales and service calls in afternoon and air work in evening. Send audition disc and letter giving full information, including salary requirements, your phone number and references to Hugh Potter, Radio Station WOMI, Owensboro, Kentucky.

Announcer wanted—dependable, conscientious staff man. No play-by-play. Must have at least one year staff experience. Send details, audition. WPIC, Sharon, Pa.

Help Wanted (Cont'd)

Will pay seventy-five starting salary for versatile experienced announcer with first class license. Wire or phone collect WVSC, Somerset, Penna.

Announcer - engineer, first phone. WWGS, Tifton, Ga., Phone 921.

Technical

First class engineer. No experience required. Virginia network station. Box 238K, BROADCASTING.

Minnesota station needs operator with first class license. Experience not essential. Send information and expected starting salary per 40 hour week to Box 311K, BROADCASTING.

Transmitter engineer. Permanent. Good salary. Washington, D. C. area. Some announcing desired. Box 343K, BROADCASTING.

Transmitter engineer, immediate opening, permanent, experience unnecessary, salary $54.00 for 40 hour week, time and ½ for over 40 hours. Write Box 200, Mandan, North Dakota.

Combination operators for stations in several east central states. No experience necessary. Opportunity for advancement. Reply c/o Chief Engineer, Box 867, Morgantown, W. Va.

5000 watt network station with 10,000 watt CP needs fulltime transmitter engineer. Attitude more important than experience. Transportation necessary. Contact Louie Gemoets, KEPO, El Paso, Texas.

Top salary for engineer. Forward details to KOEL, Oelwein, Iowa, attention Ralph Giese.

Immediate opening for combination first class engineer-announcer. Salary according to ability. Contact Bob Blount, Radio Station KPAN, Hereford, Texas.

Transmitter operator needed for 1000 watt station. Experience unnecessary. KTAE, Inc., Taylor, Texas.

Have immediate opening for engineer with first phone. No experience necessary. Combined operation in fisherman's paradise. WCRK, Morristown, Tennessee.

Position open! Transmitter engineer. First class ticket. Experience unnecessary. WDUN, Gainesville, Georgia.

Wanted: First class operator for WFNC, Fayetteville, North Carolina. Installing 5 kw transmitter. Interesting work.

Experienced first class engineer for transmitter and control room. For interview write complete qualifications, no telephoning, to J. P. Dowdell, WIBX, Utica, New York.

Three Ohio stations need engineers and combo men. Send applications WJEH, Gallipolis, Ohio.

Immediate opening for transmitter engineer, 1 kw ABC. Car necessary. Contact Harold White, WKTY, La-Crosse, Wisconsin.

Chief engineer: Announcing ability preferred, but not necessary. Permanent position. Salary based on experience. Contact Curtis Liles, WMLS, Sylacauga, Alabama.

Wanted, transmitter operator for local Mutual station. $55 for 44 hours. Raise to $60 if satisfactory. WSIP, Paintsville, Ky.

Engineer, immediate opening, experience not necessary, wire or phone for full details WSKI, Montpelier, Vt.

Engineer wanted for maintenance work-experience with tape recorders desirable but not essential. Contact Bryan Bisney, Brown Radio Productions, Nashville, Tennessee.

Help Wanted (Cont'd)

Engineer with first phone. No experience required. Glenn Gaskill, 108 Bonkin Ct., Peoria, Illinois.

Production-Programming, Other

Radio and TV writer, script and commercial, by medium-sized Pittsburgh agency as addition to 4-man department. Moderate salary, good opportunity for advancement in production. Send photo, experience outline, availability date and desired salary to start. Reply Box 339K, BROADCASTING.

MBS station in Iowa seeking draft exempt, creative, reliable copy chief. Top salary for right party. Permanent position. Write full details and send copy samples. Box 359K, BROADCASTING.

Newsman. Experienced in all phases including local reporting; authoritative air presentation. Advise previous experience, references, salary expected and attach snapshot. Confidential. Forward transcription or tape to Roger G. Berk, WAKR, Akron 8, Ohio.

Wanted: Program director! Hard worker, with initiative, knowhow on traffic, copy, production. Immediate opening. Wire or call David Wilburn, WXGI, Richmond, Virginia.

Television

Production-Programming, Other

Midwest television station needs film man. Must be able to shoot, splice and edit film as well as maintain orderly library. Reply, stating qualifications, experience and references to Box 284K, BROADCASTING • *TELECASTING*

Situations Wanted

Managerial

Sales-minded, cost conscious station manager currently operating successful net affiliate in highly competitive market, desires change to deep south, southwest, or Pacific northwest. Background and qualifications available to interested station owners upon request. Box 307K, BROADCASTING.

Salesman

Time salesman, promotion manager, also announcing. Brochures, folders, etc. Formerly sales promotion and advertising manager wholesale bakery organization handling transcriptions and TV spots also national magazine experience. Seeks position with leading station where initiative, imagination will be rewarded. Reliable, dependable family man. Guaranteed draw and commission. Francis J. Weber, 166-05 89th Avenue, Jamaica, N. Y.

Announcers

New York stater; announcer 9 years; sales ½ year, family. Box 207K, BROADCASTING.

DJ—entertainer desires position with progressive station, east or south. Single, draft proof, clean living habits. Prefer morning show. Specializes in folk music, knows studio equipment. Box 259K, BROADCASTING.

Wanted! Sports! Sport announcer, DJ, 3 years experience looking for a station with year-round sports coverage. Can operate board. No preference size of station. All offers considered. Draft exempt. Box 265K, BROADCASTING.

Newscaster-announcer thoroughly experienced and capable. Midwest or east. Minimum $70.00. Draft exempt. Box 269K, BROADCASTING.

Announcer-salesman. D. J., news, sports, console. Deep voice, college. Wants first radio job. Radio trained, matured, married, veteran. Box 282K, BROADCASTING.

Sports-staff position, progressive station. Presently employed. College background, ambitious. Box 296K, BROADCASTING.

Announcer, colored, good voice, man appeal, promotional ideas. Box 296K, BROADCASTING.

Faith healer?—No! Just a good staff and newscaster, some experience, looking for station needing a shot in the arm. Handle any board. Disc. Box **304K, BROADCASTING.**

Situations Wanted (Cont'd)

Announcer-program director, 28, exempt, presently employed, 7 years experience, reliable, consider all offers, will travel, tape, photograph available. Box 306K, BROADCASTING.

Mature announcer, 5 years experience, superior voice and technique, competent all phases, desires affiliation with metropolitan organization. Box 309K, BROADCASTING.

Top commercial announcer, thoroughly experienced, offers good work return for good pay. Box 310K, BROADCASTING.

Three years experience. Announcer, newscaster, disc jockey. Professional schooling, Hollywood. Wisconsin area preferred. Box 312K, BROADCASTING.

Announcer with first class license, desires position on west coast. Handle any type show. Married, draft exempt. 1½ children. Box 316K, BROADCASTING.

Announcer, strong news, commercials. Employed. Veteran. Married. 31. Three years experience. Desirous of getting with progressive kw or more network affiliate. Minimum $65.00 weekly. Box 325K, BROADCASTING.

Experienced, singing announcer, 5000 w. DJ work, newscaster. Ad lib. Good references. Box 342K, BROADCASTING.

Announcing and/or newswriting man. BS, college graduate, vet, family. Will travel. Box 345K, BROADCASTING.

Announcer. 8 years. Do good job on news, DJ, commercial, special events. Also write anything. Family man. Steady. Chief announcer present location three years. Box 346K, BROADCASTING.

DJ with originality and sell. Wake-up or late night. Experienced all phases airwork, promotion, production and programming indie and net. 29 years old. Exempt. Best references. Box 347K, BROADCASTING.

Sportscaster, strong play-by-play football, basketball, baseball. College man, 5 years experience. Married, draft exempt. Want play-by-play and sales. Excellent references. Now employed sports director. Tape available. Box 348K, BROADCASTING.

Experienced, ambitious announcer. Chicago man. Presently employed (not in Chicago) 50 kw NBC AM-TV. Big market. Desire change. Availability dependent on answers. Excellent references, particulars on request. Offers? Box 361K, BROADCASTING.

Announcer-newscaster, 25, married, desires newscasting job in live station (anywhere) that pays decent living wage. Three years experience large eastern Pennsylvania market. College degree. Conscientious. Box 356K, BROADCASTING.

Announcer specializing in commercials and news. Two years experience in all types of programs. Married, auto, draft exempt. Box 357K, BROADCASTING.

Available on two weeks notice, staff announcer, local news reporter with five years metropolitan newspaper and radio experience. Also continuity writing, selling and publicity. Originated sponsored local news in 200 thousand marketing area. Write Box 358K, BROADCASTING.

Experienced, ambitious. Presently employed 50 kw, NBC, AM-TV. Big market. Desire change. Availability dependent on answers. Strong commercials, MC, news, drama. Excellent references, particulars on request. Offers? Box 362K, BROADCASTING.

Announcer-PD would like position with progressive station that likes new ideas. Have five years sound experience in every echelon of broadcasting, with emphasis on special events, audience participation and a successful children's show of own creation. Mature voice. 33, married, two children. Interested in permanency. Box 363K, BROADCASTING.

Announcer-engineer. 1½ years morning DJ, news, sports, amateur and quiz shows. Now working, want change, prefer east. Family, draft exempt. Box 368K, BROADCASTING.

Hillbilly DJ-announcer. Know and like hillbillies. Seven years with own top western act. Want right permanent spot. Please no "stuffed shirt" station replies. Also news, commercials. Details, transcription, request. Box 369K, BROADCASTING.

Versatile announcer, personable, stable, employed metropolitan station, vet, family, college. Box 371K, BROADCASTING.

Situations Wanted (Cont'd)

Announcer: 10 years experience, married, desires to return to midwest. Some sales experience, desire fulltime mike with offtime service and sales. Byron McCall, 311 South Mt. Vernon, Prescott, Arizona.

Combo man, prefer straight announcing trick. Experienced all types announcing. Available immediately. Write, phone. Leonard Osborne, 4645½ Lake Park, Chicago. Kenwood 8-5777.

Technical

Northeast, chief or staff: 8 years studio and AM-FM transmitter to 5 kw. Earning $73. Box 251K, BROADCASTING.

Chief engineer. Twenty years experience construction and maintenance, excellent past record as chief. Available immediately. Family. Box 253K, BROADCASTING.

Chief engineer: Twenty years experience all phases, desires permanent connection with progressive station in southwest or Rocky Mountain area as chief or operating engineer. Experienced complete station construction, maintenance, operation. Excellent references. All inquiries answered. Box 338K, BROADCASTING.

Chief engineer. Experienced all phases. Draft exempt. Want position with sound station. Can DJ morning show. Give details first letter. $75 minimum. All offers considered. Box 344K, BROADCASTING.

Engineer, 4½ years experience AM-FM-TV, single, age 28, now employed, desires work in Florida. Any offer considered. Box 350K, BROADCASTING.

Engineer, 15 years experience as chief combo maintenance installation. Degree. Box 352K, BROADCASTING.

Engineer: Presently employed as chief of 250 watter desires opportunity in larger metropolitan AM station with TV prospects. Single, will travel. Available on two weeks notice. Box 354K, BROADCASTING.

Combo. Studio manager and general radio man. 3 years experience. Married, vet, 27. Midwest preferred. Minimum $70. Box 370K, BROADCASTING.

Production-Programming, others

Copywriter, experienced with indie and nets. Stations with opportunity to advance only. Box 335K, BROADCASTING.

"Girl Friday" thoroughly trained Radio City, can write commercial copy, all phases radio, DJ, women's feature etc; some air experience, good appearance, disc available. Box 340K, BROADCASTING.

Male continuity writer. Single, draft exempt. Formerly with CBS affiliate. Capable of solid selling copy. Box 366K, BROADCASTING.

University degree in radio journalism. Want job in radio news department. Have practical experience writing newscasts. Veteran. Hold two degrees. Box 367K, BROADCASTING.

Television

Technical

TV control operator. 1½ years experience all phases. Presently employed metropolitan N. Y. station. Desire change. Promising future. 1st phone. Box 360K, BROADCASTING ● *TELECASTING.*

Production-Programming, others

Experienced in television. Master's Degree. Management experience in other fields. Seeking TV production supervisory position, or directing where advancement possible. Box 219K, BROADCASTING ● *TELECASTING.*

For Sale

Stations

Radio station in Nashville. Good money maker. Owner must devote time to other interests. Box 355K, BROADCASTING.

Equipment, etc.

GE 3 kw FM transmitter and monitor. Box 107J, BROADCASTING.

For Sale (Cont'd)

One Gates transmitter, 250-A with two sets of new tubes, crystal for 1490 and new spare crystal for 1490. One new crystal for General Radio frequency monitor. One 165-foot Wincharger tower with A-1 lighting, guys and base insulator. Bonding strip, copper and copper radial wire, new, for your ground system. All in perfect condition ready to ship. Best cash offer takes all. WDBC, Escanaba, Michigan.

Model 195-A Hickok cathode ray oscilloscope. Excellent condition. Best offer. WDSC, Dillon, S. C.

Wanted to Buy

Equipment etc.

Towers needed, three, 185-foot towers either guyed or self-supporting. Will take one, two or three from a customer. Write Box 372K, BROADCASTING.

Wanted: Equipment for 250 watter including transmitter, monitors, console, antenna, ground wire, office equipment, etc. Box 364K, BROADCASTING.

Help Wanted

Announcers

Good
combination man
wanted
who would like to live in nice friendly Colorado town. Permanent job available immediately. Contact Orth Bell, KLMR, Lamar, Colo.

Production-Programming, Others

An immediate opening for
TOP-FLIGHT COPYWRITER

. . . an experienced man who LIKES to write . . . to write persuasive copy, imaginative continuity . . . who likes to develop program ideas, spots and campaigns . . . a creative thinker.

For this man the starting salary's higher than average; the top determined by his ability and value . . . opportunity only as limited as his imagination. Send samples and data directly to:

Laury Arnold
WTAC—Flint 3, Mich.—(NBC)

Television

Production-Programming, others

OUTSTANDING MIDWEST TELEVISION STATION
wants
TWO
TV PERSONALITIES

Must be young, intelligent and alert with good professional background. No floaters, no drunks. Box 336K BROADCASTING ● *TELECASTING.*

Employment Service

EXECUTIVE PLACEMENT SERVICE

Confidential, nation wide service placing qualified, experienced managers; commercial managers, program directors, chief engineers and disc jockeys. Inquiries invited from employers and applicants.

HOWARD S. FRAZIER
TV & Radio Management Consultants
726 Bond Bldg., Washington 5, D. C.

Situations Wanted

Managerial

A 20-year veteran of sound radio . . . not a wild-eyed genius . . . available in time to help you with your management problems, plus building and supervising your Fall-Winter program schedule, promotion and selling campaign. AM-TV combo preferred. Married, family, steady type. All inquiries kept confidential. Box 373K, BROADCASTING.

For Sale

Stations

ONLY STATION

in growing eastern industrial city of 15,000. Principal owners have other interests demanding attention. Real opportunity at $50,000. All cash not necessary. Principals only, no brokers. Box 214K, BROADCASTING.

Local Network station in excellent midwestern small community — Principal owners desire to sell because of other interests demanding their full time. Excellent opportunity for owner-manager, price—$75,000 cash. Principals only—No brokers. All replies confidential.

BOX 328K, BROADCASTING

NBC is airing a three-week series *The Truth About Narcotics* featuring interviews of crime experts and "dope" addicts, by Malcolm Johnson, Pulitzer Prize winner and crime reporter, on its *Yesterday, Today and Tomorrow* program (Sun. 1-1:30 p.m.).

STATION *FOR SALE*

$15,000. Cash Required

For reasons of health, must sell immediately, Midwestern independent station in 100,000 population market that ranks among the first hundred in the United States. Only one other station. First year, under absentee ownership, station showed slight operating profit. All new equipment, modern office building studios, combined operation. Will sell 100% of stock for actual investment. $15,000 cash, will finance balance of $35,000. This price includes $10,000 in quick assets and the fixed assets are now worth more than the total purchase price of station. *Must sell in 90 days.* Qualified principals only.

Box 308K, BROADCASTING

Strictly Business

(Continued from page 12)

shey McGillvra, New York radio station representative, where he specialized in the sale of time on Canadian stations. In 1937 he went to the Katz Agency as the organization's first exclusive radio time salesman. Later he became associated with the newly-formed Trans-American Broadcasting & Television Corp.

From 1939 to 1942 Mr. Prouty was with Edward Petry & Co., radio representative. At one time, he sold so much Lydia Pinkham radio time, that he became known in the trade as "Pink Pill Prouty."

In August of 1942 Mr. Prouty went on active duty with the U. S. Naval Reserve as a lieutenant (jg) in air combat intelligence. He was released to inactive duty in December 1945, with the rank of lieutenant commander.

After leaving the Navy he returned to the Petry company before accepting a position with E. Pritchard & Co., Bridgeton, N. J., as vice president in charge of sales and advertising for the food products firm.

Was With ABC

Before assuming his present position in August 1950, he was on the staff of ABC in New York for two years, as an account executive, being active in both radio and television network sales.

Mr. Prouty succeeded John E. Surrick, now vice president and general manager of WFBR Baltimore, as radio sales manager of WFIL. During the last year he has been actively interested in the development of the present WFIL program structure, including the *Three Hours of Music*, aired daily from 3 to 6 p.m. and featuring Disc Jockeys Howard Jones and Bob Horn. He has combined radio and television salesmanship by offering bonus television demonstrations on the WFIL-TV *Mary Jones* show to sponsors who buy participating announcements in the *Mary Jones* radio program.

"The effectiveness and tremendous pulling power of radio continues to be proved," says Mr. Prouty, "by such successful programs as *The LeRoy Miller Club* on WFIL, which has been almost continuously sold out for the last six years. In one week recently, the station was swamped with nearly 5,800 cards and letters as the result of a single announcement by Disc Jockey Miller telling of an offer by the Hudson Pulp & Paper Corp. The message concerned the company's offer of free coupons exchangeable for Hudson napkins."

Sees Swing to Radio

Mr. Prouty is convinced that there will be a very pronounced swing back to radio—particularly in the spot field—not alone because of increasing television time and production costs and limited budgets, but because he feels that the shrewd and successful advertisers who in the past have always bought media on the basis of results per dollar spent, are once again using this time-honored yardstick. When this transition is completed, he believes, radio need no longer be concerned about its rightful share of the advertising dollar.

Although he was born in Webster Groves, Mo. (Oct. 21, 1913), Mr. Prouty considers himself an Easterner, inasmuch as he moved to Scarsdale, N. Y., at the age of eight and attended public schools there.

He is married to the former Eleanor Ryan of Bronxville, N. Y., and he has five children, Norman, John, Patricia, David, and James. At present he is a weekend commuter to his farm outside of Katonah, N. Y., but he plans to settle eventually in a Philadelphia suburb.

Flying Hobby

His hobbies include private flying and amateur dramatics. He is on the board of directors of the Countryside Players, Katonah, and is a member of the Kappa Alpha Society, and the Poor Richard Club.

Milestones

► WHAS Louisville is entering its 30th year of operation. Station is owned by the *Courier-Journal & Louisville Times*. Barry Bingham is president; Victor A. Sholis is vice president and director.

* * *

► STATION party and issuance of special pins highlighted the fifth anniversary celebration of KERO Bakersfield, Calif., last month. Five-year pins were presented to President Paul Bartlett, Vice President and General Manager Gene De-Young, Sales Manager Ed Urner, Salesman Hugh Gordon, Program Director Warren Mead, and News Editor Ken Croes. KERO is an NBC affiliate.

* * *

► Walter Haase, station manager, WDRC Hartford, this month is observing his 27th anniversary with the station. Mr. Haase joined WDRC in 1924 and has held nearly every job in the organization.

* * *

► Friendly salute from Nebraska and other states was one of the rewards reaped by George Kister, farm director at KMMJ Grand Island, Neb., on the occasion of his 25th anniversary at that station. Congratulations poured in from Gov. Val Peterson of Nebraska and a host of his farm colleagues including Chris Mack, WNAX Yankton, S. D.; Frank Cooley, WHAS Louisville; Roy Battles, WLW Cincinnati, and others. Mr. Kister started in radio as farm announcer with KFKX Hastings, Neb., in 1925. He joined KMMJ (then Clay Center) the following year.

TWO-TON lighting board, built at cost of $25,000 and custom made in New York to specifications supplied by CBS Project Engineer King Tyler, is being installed at KTSL (TV) Hollywood. It will handle up to 200 TV stage lights and is a one man operation.

Feature of Week

(Continued from page 12)

smiling. Her spirits are high because she starts the day by listening to the *Judy Deane Show* on KNBC. You too (etc)."

The ladies whose pictures appeared above these statements were as odd in appearance as their testimonials.

And as Mrs. V. O. of Noe Street and Miss O. P. of Palo Alto aired their problems in the press, readers began to watch the advertising columns to see what was coming next. The ad campaign created an interest almost equal to that of a continued comic strip.

Draws Listeners

The curious promotion campaign drew many curious new listeners to the *Judy Deane Show*. But when these listeners didn't know what that the unlikely looking ladies in the testimonials actually were very real members of the KNBC staff. And they got their pictures in the paper mainly as a result of the KNBC staff artist's doodling and the quick promotional acumen of Dean Moxely, KNBC's new advertising promotion manager.

Mrs. V. O. is actually John Thompson, KNBC's manager of news and public affairs. The doodling artist turned him into a thin-faced, veiled lady with a missing tooth and an unfounded fancy that she is beautiful.

Miss Glodstrotter, who missed the boat, is a sour and aging feminine transformation of KNBC Announcer John Grover. "Jolly Bill" Steinke, radio and TV personality, provided the basic features for Mrs. A. J., whose husband left and never returned. Miss O. P., a frustrated school teacher, is Bob Letts, KNBC news analyst.

KNBC is considering whether to let its listeners in on the gag or just keep them guessing as to the identity and origin of the ladies whose problems were solved and whose lives were brightened by the songs, music and chatter of Judy Deane.

San Francisco Bay Area Independent • Profitable Pacific Northwest Local

The Blackburn-Hamilton Company has had many requests for radio stations located in the San Francisco Bay Area and in the growing Pacific Northwest. This is the first time that we have had listings from both of these areas come in almost simultaneously. Having seen and appraised both of these areas and the radio facilities, these two properties will be put under option very fast by alert prospective owners. We suggest ACTION and that you contact our nearest office for full and complete details.

$32,500.00

Located in one of California's most beautiful areas, this is a 250 watt facility in a single station market of 16,000 trading area—a daily and weekly newspaper prospering so can a radio station—near San Francisco.

$82,500.00

Population increased almost 100% last ten years and is still growing. Retail trading area (est) 73,000. 3,000 new homes—65% government payroll increase—60% postal receipts increase—$1,200,000.00 *overtime pay* per month. Owner claims that radio station is only media that covers this new population. Highest per capita in state. Ideally located. $82,500.00. Terms.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2

CHICAGO
Harold R. Murphy
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbrook 2-5672

Broadcasting Studio

FOR RENT

SUITABLE FOR AM-FM or TELEVISION

40 and 41st. Floors—Fully Set-up for Immediate Use
Modern Studio in the heart of Chicago's Loop
Antenna 604 Feet above Sidewalk
Available October 1, 1951—Nominal Rental
Write, Wire or Phone Elwood G. Glass

BANKERS BUILDING

105 W. Adams St., CHICAGO FR. 2-2737

LABOR SUIT

Filed for KIMP Employe

A CIVIL SUIT by the Labor Dept. against Winston O. Ward, president of Mt. Pleasant Broadcasting Co. (KIMP Mt. Pleasant, Tex.), has been filed in Texarkana, Tex., federal district court. It alleges violation of the Fair Labor Standards Act.

The suit, the first such case to be filed by an employe in the Southwest, was requested of the Labor Dept. by Henry N. Fones, who alleged that he worked as a combination engineer and announcer for a $75 a week remuneration but "was not paid overtime after 40 hours each week as the law requires."

Mr. Ward in a statement to BROADCASTING • TELECASTING last week said the station has approved the case's entrance in court proceedings since Mr. Ward contends that Mr. Fones was employed "in an executive capacity and was being paid an equal salary." Mr. Ward also stated that Mr. Fones' duties consisted of "overall management and he was considered an executive." Mr. Fones was released by the station prior to the filing of the suit.

Mr. Ward also said that "to the best of my knowledge" he had abided by all rules and regulations of the government.

RTDG Elections

MAX HUTTO, director of NBC's *Tibber McGee & Molly*, was elected president of the Radio & Television Directors Guild, Los Angeles, at the election meeting. Also elected to office were Ivan Green, vice president; David Vaile, secretary; Daryl McAllister, treasurer. New national board members are Gordon Hughes, past president; John Guedel and Jack Lyman, with Dick Mack re-elected to serve out his two-year term as international president. In addition, six members were named to the local board, three representing radio and three for television. Radio members are Warren Lewis, Harfield Weedin, Jerome Nelson. Representing TV are Bob Adams, Len Boland, Dick Linkroum. All terms are for two years.

allied arts

BILL COPELAND, radio-TV director Byer & Bowman Adv., Columbus, Ohio, resigns to head up music and exploitation departments for Hallmark Productions, Beverly Hills, Calif.

FRANK TREMAINE returns as Los Angeles Bureau Manager United Press, following 10 months assignment in Japan and speaking tour of Pacific Coast.

WALTER SANDT, account executives Fred Eldean Organization (public relations), N. Y., appointed public relations officer on Queens Borough staff of Auxiliary Police with rank of Major.

LEONARD STARK, graduate U. of Southern California, L. A., who plays featured role in Frank Merriwell Enterprises television film series, *Frank Merriwell At Yale* signed to long term contract by film producers. College series is being produced at Hal Roach Studios, Culver City, Calif.

WORLD BROADCASTING SYSTEM, transcribed program and features producer, last week reported new contracts with 13 stations and renewals with 33 others.

Equipment . . .

EDWARD M. TUFT, vice president and director of personnel RCA Victor, appointed vice president in charge of organization development. **ALBERT F. WATTERS**, assistant director of personnel, succeeds Mr. Tuft, as director of personnel.

Mr. Tuft

FREDERICK W. TIMMONS Jr., sales staff, Allen B. DuMont Labs, named regional sales manager of DuMont's Cathode Ray Tube Div., Allwood, N. J.

P. M. PRITCHARD, director of sales Victor Electric Products, appointed general sales manager for part division, Sylvania Electric Products, Warren, Pa.

Dr. LOUIS T. RADER, assistant manager of engineering controls division General Electric, Schenectady, appointed manager of engineering for division. **HARRY L. PALMER**, engineer in electronics and regulator engineering division, appointed assistant manager of engineering for controls division. **BENJAMIN COOPER**, assistant engineer of electronics and regulator engineering division, appointed, division engineer.

RAY SIMPSON, chairman of board Simpson Electric Co., Chicago, appointed chairman of subpanel on indicating instruments, for panel of components, Research and Development Board, Washington.

LITTLEFUSE Inc., Chicago, announces publication of "TV Fuse Guide" giving all information for fast replacement. It lists brand names, model number and corresponding fuse requirements on all makes and models, starting with first set made and ending with those now on market. It is available through jobbers or by writing direct to Littlefuse Inc.

LOUIS R. SCHORR, controller RCA International Div., elected to membership in Controllers Institute, organization of controllers and finance officers representing all fields of business.

HENRY R. GEYELIN, advertising manager Receiver Sales Div., Allen B. DuMont, named to help coordinate various advertising activities of DuMont Labs and to work on its creative phases.

SYLVANIA ELECTRIC PRODUCTS, Emporium, Pa., has announced publication of a revised edition of its "Sylvania Technical Manual" with new "snap-open" loose-leaf pages. Book gives comprehensive technical data on over 500 receiving tubes and standard TV picture tubes, plus 84 pages of information on vacuum tube operation.

EMERSON RADIO and Phonograph Corp., N. Y., last week announced three promotions in its engineering department: **WALTER LUKAS**, as chief television engineer; **FRANCIS J. BURGER**, as chief radio engineer, and **L. G. ZUCKER**, as chief mechanical engineer.

Technical . . .

RICHARD W. STEVENS, maintenance staff KECA-TV Hollywood, named maintenance supervisor of station. He replaces **CHARLES W. TURNER** drowned recently at Newport Beach, Calif., while attempting to rescue his son. **MARVIN HEADRICK**, station maintenance division, appointed assistant maintenance supervisor, in charge of audio maintenance for KECA-TV. **WALTER STILES**, maintenance staff, named assistant station engineer, at Mt. Wilson.

HARRY C. BEAN, engineer WTIC Hartford, to Voice of America.

DOUGLAS PETERSON, engineering staff WTAG Worcester, Mass., father of boy, July 3.

FRANK FRUZYNA, transmitter engineer WNBQ (TV) Chicago, and Joan Malerich, married June 30.

HOWARD E. STARK

BROKERS AND FINANCIAL CONSULTANTS

to

Radio and Television Stations

announces the removal of offices

to

50 EAST 58 STREET

New York 22, N. Y. Telephone: ELdorado 5-0405

FOR SOME INTERESTING INFORMATION ON RADIO IN **IOWA,** PLEASE SEE PAGE 27 OF THIS ISSUE

KSWM

JOPLIN MO.

REACHES 446,600 PERSONS WHO SPEND... $285,550,000 ANNUALLY IN TOTAL RETAIL SALES!

• This map shows airline miles to the nearest large cities, assuring complete CBS service to the great Joplin, Mo. district.

Now in its *fifth year* of service, KSWM is an integral part of all community affairs and activities.

KSWM

CBS in JOPLIN, MO.

Nationally Represented by William G. Rambeau Co.

Austin A. Harrison, Pres.

CANADIAN POPULARITY

American Programs Ahead

FIRST 10 evening network programs in Canada in June were all piped in from the United States, according to national rating report of Elliott-Haynes Ltd., Toronto. Of 22 evening network shows, first 10 were *Charlie McCarthy*, rating 26.3, *Radio Theatre* 25.3, *Our Miss Brooks* 23.8, *Amos 'n' Andy* 21.7, *Twenty Questions* 17.9, *My Friend Irma* 17.1, *Aldrich Family* 16.8, *Suspense* 16.1, *Mystery Theatre* 15.7, and *Arthur Godfrey Talent Scouts* 14.7.

Daytime first five of 13 network shows were also American, being *Ma Perkins* 15.6, *Big Sister* 15, *Pepper Young's Family* 14.2, *Right to Happiness* 13.2, and *Life Can Be Beautiful* 13.1. Of 19 French-language evening network shows first five were *Un Homme et Son Peche* 30.1, *Metropole* 27.7, *La Pause Qui Refraichet* 23.1, *Jouez Double* 20.9, *Radio Carabin* 20. Daytime French-language programs, 14 in number, were led by *Rue Principale* 21.6, *Grand Soeur* 21.5, *Quart d'Heure de Detente* 21.5, *Jeunesse Doree* 21.3, and *Tante Lucie* 20.6.

Fellows Names Miller

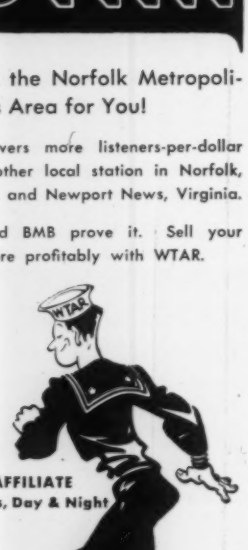
JUSTIN MILLER, NARTB board chairman and general counsel, has been selected as alternate delegate to the Inter-American Assn. of Broadcasters by NARTB President Harold E. Fellows. Gilmore N. Nunn, president WLAP Lexington, Ky., and vice-president of IAAB, was named NARTB's delegate, representing American broadcasters, to the inter-American body in June.

WTAR

Sells ALL the Norfolk Metropolitan Sales Area for You!

WTAR delivers more listeners-per-dollar than any other local station in Norfolk, Portsmouth, and Newport News, Virginia.

Hooper and BMB prove it. Sell your product more profitably with WTAR.



norfolk

Nat'l. Rep.: Edw. Petry & Co.

air-casters

ERNEST HARTMAN, production staff WNEW New York, named production manager.

JACK SHEFRIN appointed program director WMID Atlantic City. He was with WOAK Chicago, and KNAL Victoria, Texas.

RAY PENNER appointed program director WCAV Norfolk. He was with WNOR and WLOW Norfolk. **JOE GUIDI,** announcer WXGI Richmond, appointed production director WCAV.

DAN RUSSELL, program department KFWB Hollywood, named production director.

GLORIA MARKOFF, program staff KLX Oakland, Calif., appointed assistant in charge of sales promotion and presentations WTOP-AM-TV Washington.

MILLI WILLEFORD appointed director of women's activities WDVA Danville, Va., replacing **JACKIE SHERRIN,** resigned.

JIM SILMAN Jr., announcer WINX Washington, to WTOP Washington, in same capacity.

HERMAN HUTCHINSON, graduate Northwest Broadcasting School, Portland, Ore., to KCRE Crescent City, Calif., as announcer-engineer. **GLEN ALLER,** graduate, to KWIL Albany, Ore., as announcer-engineer. **HOLLY BISHOP,** graduate, to KWIE Kennewick, Wash. **DON WATSON,** graduate to KGON Oregon City, Ore.

KEN CROES, news editor KERO Bakersfield, Calif., appointed program director. **RUDY VON TOBEL,** KCRA Sacramento, **MEL YORK,** KELA Centralia, Wash., and **JIM McBRIDE,** KBIS Bakersfield, appointed to announcing staff KERO.

JEROME CRISWELL starts five weekly quarter-hour *Criswell Predicts* on KFWB Hollywood.

JACK LEFLIN, sports director WONE Dayton, to WHLI Hempstead, N. Y., as announcer. Mr. Leflin also has been appointed to faculty of School of Radio Technique, New York.

EILEEN STULB named to sales and promotion staff WRFC Athens, Ga. She was with WBBQ Augusta.

DONALD J. MARXEN to production department WHBF-TV Rock Island, Ill. He was with WTCN-TV Minneapolis. **JACKIE TATMAN** broadcasting daily women's program on WHBF. She was with WDZ Decatur, Ill. **JANICE BURT** named to traffic department WHBF.

Sgt. LYLE SELIX, public information office Ft. Sill, Okla., father of daughter, Elaine Katherine. Sgt. Selix was with KGLO Mason City, Iowa.

BERNIE HERMAN appointed to announcing staff WIRE Indianapolis. He was with WXLW Indianapolis.

JANET GILES to WRDF Worthington, Ohio, as receptionist.

HARRY L. TIMMINS Jr., research director KTTV (TV) Los Angeles, father of boy, Harry L., July 9.

JOHN ST. LEGER, announcer WOR-AM-TV New York, father of boy, Robert A., born July 11.

MARY BIDDLE, director of women's programs WIP Philadelphia, appointed to National Membership Committee as Eastern Area active member of American Women in Radio. Miss Biddle at the same time was also appointed president of southeast Pennsylvania section of American Women in Radio and Television. She also serves in the dual capacity of Chairman of the Philadelphia Branch of AWRT.

FANNIE ENGLE, TV home economist and formerly food editor of MacFadden Publications, appointed by V. S. Becker Productions, N. Y., to head its expanding women's and children's programs.

BOB KELLEY, sports announcer, and **GUSSIE MORAN,** tennis champion, start five weekly 10 minute *Kelley and Moran* sports program on KNBH (TV) Hollywood.

JOSEPH BUSH, to announcing staff WIP Philadelphia, as summer replacement. He was with New Britain Broadcasting Co., and WTIC Hartford.

HANS CONRIED, actor-director, father of girl, Trilby, July 3.

FATSO BERRY, disc jockey KSAN San Francisco, awarded cup at recent Cavalcade of Jazz for being top blues singing disc jockey in area.

HUGH BRUNDAGE announces half-hour Sunday *This Thing Called Life* philosophic series on ABC.

DELL O'DELL, magician, starts *The Dell O'Dell Show* audience-participation program on KECA-TV Los Angeles. It is a Television Assn. Productions package, show sponsored by Big 4 Chrysler-Plymouth dealers, L. A.

News . . .

CHOC HUTCHESON appointed news director KCBD Lubbock, Texas. He was managing editor *The Daily Pacifician*, Army newspaper in Manila, P.I.

DONALD T. DAVIS, assistant farm director WHAS Louisville, appointed farm director.

HAROLD W. BAKER, head of news department, WOW-AM-TV Om named director of news and sp events WSM-AM-TV Nashville.

FRANK LaTOURETTE, head of and special events ABC Western named manager of news and sp events for both radio and televi for network.

JACK OLSEN, news editor W Washington, named winner Scripps-Howard Story of the M Award for June, for recent su story appearing Washington *News*.

CLETE ROBERTS, *Clete Roberts sports* newscasts KLAC-TV Holly signed as top commentator for *Reporter* summer television pro on CBS-TV Eastern network. Fi newscasts taken during Roberts' re Alaska trip to be utilized on seri

IRVING HAMLIN, press depart NBC Hollywood, resigns to bec West Coast representative of El Israel National Airlines. No repl ment named. Mr. Hamlin became father of a girl July 13.

Artists' Rates

NEGOTIATIONS are now und way at Montreal and Toronto new rates for radio artists to into effect Sept. 1. The new ra will apply for both cities English-language live and tr scribed programs. Negotiating Assn. of Canadian Radio Arti (AFL), Assn. of Canadian Adv tisers, Canadian Assn. of Adv tising Agencies and represen tives of radio stations in b cities. New rates were to h gone into effect July 12, but h been postponed to Sept. 1. AC is understood to be asking roughly a 25% increase in rates a new arrangement on transcr tions which would require fee p ment every three months inst of annually as now for transcri spots.

SONG with the largest radio audie during the year July 1, 1950-June 1951, was "If," according to Peatman annual survey of pop music on network broadcasts. "Yo Just in Love," ranked second am the song hits of the past year, "Be Love—" third, "Tennessee Wa fourth and "All My Love" fifth, rated by Peatman on the basis estimated audience size.

KGW carries the weight in the Oregon Marke DAY or NIGHT

KGW PORTLAND, OREGON on the efficient 620 frequency AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & C

FCC Actions

(Continued from page 81)

ecisions Cont.:

r an indefinite period pending action petition for reconsideration and ant without hearing.

Chief, Broadcast Bureau — Granted tion requesting that transcript of aring in matter of revocation of li- nse of WRIA Caguas, P. R., be cor- ted in various respects.

uly 17 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KBLI Blackfoot, Idaho—Mod. CP new M station for extension of completion te.

AM—1600 kc

WOOK Silver Spring, Md.—CP to nge from 1590 kc 1 kw D to 1600 kc w-D 100 w-N and change studio lo- tion from Silver Spring to Tacoma rk, Md. AMENDED to change to 1 D and change trans. site from shington, D. C. to Rockville, Md. d studio location from Tacoma Park Rockville.

License Renewal

WFMH-FM Cullman, Ala.—Request nse renewal FM station.

APPLICATION RETURNED

KVKM Monahans, Tex.—RETURNED plication for transfer of control.

uly 18 Decisions . . .

By The Commission En Banc

Request Denied

WTMV-FM Evansville, Ind.—Denied quest for waiver of Sect. 3.261 of les to permit station to operate re- ired six hours at any time from 6 . to midnight on such days as sta- n is broadcasting play-by-play de- iptions of baseball games played by Louis Cardinals.

STA Granted

WLYN-FM Lynn, Mass. — Granted A for period ending Sept. 1 to waive t. 3.261 of the rules, permitting sta- n to operate same hours as WLYN.

Designated for Hearing

Gulf Beaches Broadcasting Co. Inc., Petersburg Beach, Fla. and Ala- ma-Gulf Radio, Foley, Ala.—Desig- ted hearing in consolidated proceed- g in Washington on Sept. 4 applica- ns both requesting 1310 kc 1 kw D.

uly 18 Applications . . .

ACCEPTED FOR FILING

AM—1490 kc

WHAT Lake Worth, Fla. — CP to nge trans. and studio locations from ke Worth to Palm Beach.

License for CP

WABG Greenwood, Miss. — License CP to change hours etc.

CP to Replace CP

KSOX Harlingen, Tex.—CP to re- ce expired CP new AM station.

Modification of CP

WHAT-FM Philadelphia, Pa.—Mod. new FM station for extension of pletion date.

WIUC (FM) Urbana, Ill.—Mod. CP non-commercial educational FM tion for extension of completion te.

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY THROUGH JULY 19

Summary of Authorizations, Stations on the Air, Applications

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,284	2,252			282	124
FM Stations	651	536	125	1*	9	3
TV Stations	107	82	28		420	171

* On the air.

* * *

CALL ASSIGNMENTS: KDMA Montevideo, Minn. (Midwest Bcstg. Corp., 1450 kc, 100 w, fulltime); KPAM Portland, Ore. (Bcstrs. Oregon Ltd., 1410 kc, 1 kw. day); WCMY Ottawa, Ill. (Carl H. Meyer, 1430 kc, 50 w, day); WJAM Marion, Ala. (Neely Bcstg. Co., 1310 kc, 1 kw, day); WKHM Jackson, Mich. (WKMH Inc., 970 kc, 1 kw, fulltime); WKIN Kingsport, Tenn. (Sullivan County Bcstg. Co., 1320 kc, 1 kw, day); WLCM Lancaster, S. C. (Royal Bcstg. Co., changed from WLOP); WDSC-FM Dillon, S. C. (Border Bcstg. Co., 92.9 mc, 8.8 kw); KRXX-FM Rexburg, Idaho (The Snake River Radio & Television Co. Inc., 93.7 mc, 16.6 kw).

Docket Actions . . .

FINAL DECISIONS

Kewanee, Ill.—Announced final decision granting application of Kee Bcstg. Co. for new AM station on 1450 kc, 100 w, fulltime, subject to condition that applicant file an application for permit modification within 60 days specifying transmitter site and antenna system meeting requirements in rules and standards. Decision July 18.

New Orleans, La.—Announced final decision and order adopting initial decision of June 15 granting application of Royal Bcstg. Corp. for new AM station on 1450 kc, 250 w, fulltime; denied applications of Gretna and Lower Coast Radio and Bcstg. Co. Inc. for same facilities at Gretna, La. Royal grant is subject to antenna structure being painted in accordance with rules. Decision July 18.

WRFC Athens, Ga.—Announced final decision granting application requesting increase in hours of operation from daytime only to fulltime with 1 kw-day, and 500 w-night, night-directional, on present frequency of 960 kc; conditions. Decision July 18.

WKOK Sunbury, Pa.—Announced final decision granting application to change type transmitter and antenna system, subject to condition that structure be painted in accordance with rules. Decision July 18.

WOOF Dothan, Ala.—Announced decision and order adopting initial decision of June 11 granting application for switch in facilities from 1 kw, daytime only, to 5 kw, daytime only, on present frequency of 560 kc, and request for change in transmitter site; conditions. Granted July 19.

INITIAL DECISIONS

Nashville, Tenn.—Hearing Examiner Fanney Litvin issued initial decision favoring grant of application of Nashville Bcstg. Co. Inc. for new AM station on 1470 kc, 1 kw, day, with conditions, and denial of application of Southern Bcstg. Co. Inc. for same facilities. Decision July 13.

MEMORANDUM OPINION AND ORDER

Commission adopted memorandum opinion and order (1) granting petition of Presque Isle Bcstg. Co. for dismissal of "Motion to strike" filed by Dispatch Inc.; and (2) dismissed "opposition to and motion to strike" Presque Isle's comment filed by Dispatch Inc., insofar as it requests striking of Presque Isle's comment, but retains opposition of Dispatch Inc. and will be considered a proper comment in opposition to proceeding in Dockets 8736 et al (TV allocations proceeding).

Non-Docket Actions . . .

AM GRANTS

Latrobe, Pa.—Clearfield Bcstrs. Inc. Granted 1570 kc, 250 w, day. Estimated construction cost $14,500. Also licensee of WCPA Clearfield, Pa. Granted July 18.

WISE Asheville, N. C.—Granted switch in facilities from 1230 kc, 250 w, fulltime, to 1310 kc, 5 kw-day, 1 kw-night, directional-night; engineering conditions. Granted July 18.

FM GRANTS

Chapel Hill, N. C.—U. of North Carolina. Granted non-commercial educational FM station on 91.5 mc, 250 w. Estimated cost $3,486. Granted July 12.

KRMD-FM Shreveport, La.—Granted switch in facilities from ERP of 11 kw to 11.5 kw, antenna from 250 to 200 feet. Granted July 18.

KCHR (FM) Charleston, Mo.—Granted switch from ERP of 290 w to 450 w, antenna from 90 to 67 feet. Granted July 18.

W B B B - F M Burlington, N. C.—Granted switch from ERP of 34 kw to 3.8 kw.

WRVC (FM) Norfolk, Va.—Granted switch from ERP 8.2 kw to 8.7 kw, antenna from 230 to 95 feet.

WMBI-FM Chicago, Ill.—Granted switch from ERP of 46 kw to 42 kw.

KCBC-FM Des Moines, Iowa—Granted switch from ERP of 260 kw to 5 kw, antenna from 500 to 250 feet.

TRANSFER GRANTS

KVKM Monahans, Tex.—Granted involuntary transfer of control Monahans Bcstrs., licensee, from Charles Stuckey, deceased, to Mrs. Charles Stuckey, executor of his estate. Granted July 13.

WANT Richmond, Va.—Granted assignment of license from United Bcstg. Co. Inc. to United Bcstg. Co. of Virginia, wholly owned subsidiary of former licensee, Granted July 12.

KHOZ Harrison, Ark.—Granted acquisition of control Harrison Bcstg. Corp., licensee, by Robert S. Wheeler Jr. through purchase of 260 shares from Charles P. Meyers for $9,360 plus. Mr. Wheeler has been a stockholder in the corporation. Granted July 11.

WKXY Sarasota, Fla.—Granted assignment of license from partnership of Antonio G. Fernandez, Charles J. Fernandez, William P. Carey and Gonzalo Fernandez to new partnership without Mr. Carey, d/b as Sarasota Bcstg. Co. Three remaining partners pay Mr. Carey $12,712.68 for his interest. Granted July 11.

WSDC Marine City, Mich.—Granted acquisition of control Radio St. Clair Inc., licensee, by Mrs. Wilma Drysdale through purchase of 49.8% common stock and 200 preferred shares by herself and Jerry Coughlin, both present stockholders, from Everett W. Sawyer for $2,500. Mrs. Drysdale will own 74.7% after transfer. Granted July 10.

WKAX Birmingham, Ala.—Granted assignment of license from Courier Bcstg. Service Inc. to WLBS Inc. for $35,000. Principals are Board Chairman E. D. Rivers Sr. (78.5%), licensee WGOV Valdosta, Ga.; President Tom Carr (9%), regional director-vice president LBS; Vice President Ralph M. Dennis (5%), WGOV chief engineer; Secretary-Treasurer B. P. J. Timm (7.5%), part-owner WDMG Douglas, Ga. Granted July 18.

WMTW Portland, Me.—Granted assignment of license from Radio Enterprises Inc. to Oliver Bcstg. Corp. for $22,000; conditioned upon Oliver surrendering license of WPOR Portland. Granted July 18.

KFJB Marshalltown, Iowa—Granted involuntary transfer of control from D. W. Norris, deceased, to L. E. Anderson et al., executors of estate. Granted July 18.

KFTM Fort Morgan, Col.—Granted assignment of license from Fort Morgan Bcstg. Co. to Morgan County Bcstg. Co. for a consideration of 13,300 shares (44.3%) of Morgan County Bcstg.'s $1 par value stock. Granted July 19.

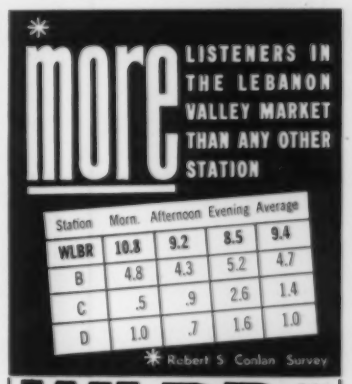
WFTM Chicago, Ill.—Granted transfer of control Gale Bcstg. Co. Inc., permittee, through transfer of ⅓ interest to Bernard Jacobs from Harry L. Brown. Granted July 19.

New Applications . . .

AM APPLICATIONS

Maryville, Mo.—Maryville Radio & Television Corp., 1580 kc, 250 w, day; estimated construction cost $19,115.34; first year operating cost $40,000; first year revenue $60,000. Principals and owners of 10% each are President Robert W. Wilson, dentist; Vice President G. Howard Linton, pastor; Secretary-Treasurer Dale J. Blackwell, college instructor; J. David White, airport manager; G. R. Williams, partner in sport.

(Continued on page 88)


more
LISTENERS IN THE LEBANON VALLEY MARKET THAN ANY OTHER STATION
Station | Morn. | Afternoon | Evening | Average
WLBR | 10.3 | 9.2 | 8.5 | 9.4
B | 4.8 | 4.3 | 5.2 | 4.7
C | .5 | .9 | 2.6 | 1.4
D | 1.0 | .7 | 1.6 | 1.0
Robert S. Conlan Survey

When It's BMI It's Yours
Another BMI "Pin Up" Hit—Published by Mellin
TELL ME
You Will Love Me Forever
On Records: Alan Dale—Col. 39391; Tony Martin—Vic. 20-4169; Richard Tucker—Col. 2G; Dick Haymes—Dec. 27646; Vinni De Campo—Coral 60498.
On Transcriptions: Jerry Gray—Standard.
BMI
ROADCAST MUSIC INC. 580 FIFTH AVENUE
CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

FCC Roundup

(Continued from page 87)

ing goods store; J. S. McIntyre, insurance agent; J. D. Ewing, attorney; E. M. Shreve, owner farm loan company; K. S. Ackley, owner service station; H. C. Bauman, physician. Filed July 13.

Chehalis, Wash. — Mid-State Bcstg. Co., 810 kc, 1 kw, day; estimated cost $18,220; operating cost $60,000; revenue $70,000. Principals are President Glenn E. McCormick (49.6%), president and ½ owner KSLM Salem, Ore., and 23.3% owner KORE Eugene, Ore.; Vice President Paul V. McElwain (50%), vice president and ½ owner KSLM, and 38.3% owner KORE; Secretary John W. Kendall (.4%), president and 51% owner KWWB Walla Walla, Wash. Filed July 13.

Blountsville, Ala. — James L. Ginn tr/as Blountsville Bcstg. Co., 730 kc, 250 w, day; estimated cost $7,770; operating cost $18,000; revenue $24,000. Mr. Ginn is a student at Valparaiso Technical Institute and holds a 2nd class radiotelephone license. Filed July 13.

Tallahassee, Fla.—Andrew B. Letson, 1010 kc, 250 w, day; estimated cost $11,450; operating cost $28,000; revenue $36,000. Mr. Letson is secretary and 26% owner WCNH Quincy, Fla. Filed July 17.

Rockford, Ill.—George Basil Anderson, 1330 kc, 500 w, day; estimated cost $25,986.55; operating cost $36,000; revenue $40,000. Mr. Anderson is owner KJSK-AM-FM Columbus, Neb. and KJAN Atlantic, Iowa. Filed July 18.

Big Rapids, Mich.—Frank D. Tefft Jr., 1400 kc, 100 w, fulltime; estimated cost $3,664.15; operating cost $31,810; revenue $38,220. Applicant has some equipment on hand and will lease transmitter. He is owner of Tefft Radio & Television Sales and Service, Alma, Mich. Filed July 18.

TV APPLICATIONS

Green Bay, Wis.—Green Bay Newspaper Co., Ch. 2 (54-60 mc), 130 kw visual, 15 kw aural, antenna 503 feet; estimated cost $193,500; operating cost $138,100; revenue $132,000. Applicant is licensee of WJPG-AM-FM Green Bay. Filed July 13.

Lima, Ohio — Northwestern Ohio Bcstg. Corp., UHF Ch. 35 (596-602 mc), 16.1 kw visual, 8.05 kw aural, antenna 237 feet; estimated cost $194,000; operating cost $120,000; revenue $150,000. Principals are President George E. Hamilton (50%), owner of 80 shares Class B non-voting stock in WALE Fall River, Mass.; Vice President Robert W. Mack (42.74%), no other business interests; F. E. Mack (7.27%), owner Mack Camera Store. Filed July 17.

Grand Rapids, Mich.—Booth Radio & Television Stations Inc., UHF Ch. 23 (554-560 mc), 200 kw visual, 100 kw aural, antenna 500 feet; estimated cost $279,742; operating cost $150,000; revenue $100,000. Applicant is licensee of WJLB Detroit, WBBC Flint and WSGW Saginaw. Filed July 17.

Fargo, N. D.—WDAY Inc., Ch. 6 (82-88 mc), 64 kw visual, 32 kw aural; estimated cost $319,000; operating cost $180,000; revenue $180,000. Applicant is licensee WDAY Fargo. Filed July 18.

TRANSFER REQUESTS

WGEM Quincy, Ill.—Acquisition of control Quincy Bcstg. Co., licensee, by Quincy Newspapers Inc. through purchase of 237 shares from Parker S. and Mildred I. Gates for $25,000. Transferee owns 465 shares now and will own 702 shares (70.2%) after transfer. Filed July 12.

KECA-AM-FM-TV Los Angeles; KGO-AM-FM-TV San Francisco; WENR-AM-FM-TV Chicago; WJZ-AM-FM-TV New York—Assignment of licenses from ABC to American Broadcasting-Paramount Theatres Inc. following ABC and UPT merger (BROADCASTING • TELECASTING, May 28 et seq.). Each ABC shareholder receives $7.50 in Paramount common stock (measured at $19 per share) and $7.20 of preferred stock measured at par value and entitled to cumulative dividend of 5% per annum in preference to common stock. Filed July 13.

WXYZ-AM-FM-TV Detroit, Mich.—Transfer of control from ABC to AB-PTI as per above. Filed July 13.

WSMB New Orleans, La.—Transfer of control WSMB Inc. to City Stores Inc. (50%) and AB-PTI (50%). City Stores takes over interest held by dissolved subsidiary corporation, Maison Blanche Inc., and AB-PTI applies for interest now held by United Paramount Theatres Inc. per merger above. Up to now, WSMB has been NBC affiliate, but will attempt to secure ABC affiliation after transfer. Filed July 13 and 14.

WBKB (TV) Chicago—Assignment of license from Balaban & Katz Corp. to CBS for $6,000,000, with adjustments. Balaban & Katz is owned 98% by United Paramount Theatres and transfer is necessitated by ABC-UPT merger per above. AB-PTI requests right to retain WBKB call letters for its WENR-TV assignment. Filed July 17.

WMMB Melbourne, Fla.—Transfer of control Melbourne Bcstg. Corp. from J. F. Turner Sr., J. F. Turner Jr., J. H. Wickham and H. N. Jessup to Henry Dravneek through sale of 337 shares (67.4%) for $50,550. Mr. Dravneek is former owner of Henry Dravneek Inc., advertising photography firm in New York. Filed July 17.

WORC Worcester, Mass.—Assignment of license from Alfred F. Kleindienst to Radio Worcester Inc. for $75,000. Principals are President George Taylor (25.5%), secretary and 12½% owner WHIM Providence; Vice President Robert T. Engles (25.5%), president and 12½% owner WHIM; Josiah W. Gitt (35.4%), publisher of York Gazette, York, Pa.; Carson L. Taylor (13.6%), general solicitor for Chicago, Milwaukee, St. Paul and Pacific Railroad. Filed July 17.

WLAV-TV Grand Rapids, Mich. — Assignment of license from Leonard A. Versluis to Grandwood Bcstg. Co. for $1,382,067.93. Assignee is licensee of WOOD Grand Rapids. Filed July 18.

WSKI Montpelier, Vt.—Transfer of control Montpelier-Barre Bcstg. Co., licensee, to Nathan Greenberg and Charles W. Grinnell through purchase of 3,639 shares for $35,000 from several present stockholders. Purchase represents all of outstanding stock except one share. Mr. Greenberg is director of Capital Savings Bank, Montpelier, and Mr. Grinnell is director Civil Defense Agency State of Vermont, District 3. Filed July 12.

Deletions . . .

TOTAL deletions to date since Jan. 1: AM 19, FM 48, TV 0. New deletions, effective dates and reasons follow:

WHHM-FM Memphis, Tenn.—Mid-South Bcstg. Co., license, July 12. Economic.

Senators Hear Coy

(Continued from page 19)

towers, the chairman observed. This factor also would conserve steel.

Commenting on how soon a TV-less city, such as Denver (as Sen. Johnson suggested), could obtain a channel, Chairman Coy said that assuming the freeze ends in late September, Denver would be "lucky" to have a station on the air by Labor Day of 1952.

Fireworks on educational TV began with the opening question of Sen. Kem:

Why does the FCC reserve a channel for educational non-commercial purposes in an area where no educational institution now has or is likely in the forseeable future to have funds necessary or where they are not willing to construct and operate a non-commercial educational television broadcast station?

FCC's chairman said the reason the Commission reserved these channels was because the educators had come into hearings and said they wanted them. It was indicated at the time that funds for such operations would be found and so FCC went along, he said.

Sen. Kem cited a letter from the president of the U. of Kansas City, who objected to a reservation in the area as "harmful" because if a larger number of stations were made available for commercial purposes they could be used then for educational programs on a part-time basis.

Reserving TV Channels

If the educators don't want the channels, there is no reason to hold them for a valuable resource only will go to waste, Chairman Coy commented.

Sen. Johnson brought up his plan to make every TV licensee reserve time on the specific channel on which he operates for educational programming.

Chairman Coy said he did not believe FCC had the authority to fix a percentage of TV time for each broadcaster to set aside for educational programs, a proposition that drew immediate support from Sen. Benton, who was an observer at the hearing.

Chairman Coy said he would ask FCC's general counsel to send an opinion on the matter to the committee.

Sen. Benton said Sen. Johnson had put his "finger on the key" of the whole situation because if such a percentage method could be worked out, there would be "far less reason for special reservations."

Sen. Benton and Chairman Coy tangled on another aspect. The Senator suggested that FCC change its specifications from "non-commercial" to "non-profit" institutions for whom channels would be set aside.

This suggestion was pertinent, according to Sen. Benton, because "I could imgaine a non-profit institution in its own interest engaging in some commercial practices on its station, including the idea that Sen. Hunt [Lester C. Hunt (D-Wyo.)] and I have discussed, that is, the sale of educational programs, much as the universities charge people to come to their ... time extension courses. . . ."

Chairman Coy said he could agree and protested this interp... tation. He said educational in... tutions should be regarded as "... commercial" and come in for a... cations on that basis because ... they asked for non-commercial ... that is what they got, and ... they have the right to apply fo... commercial license (and thus ... time) on a competing basis w... commercial applicants.

"It would be a snare and delus... for an educational institution ... have a channel reserved for it ... a non-commercial basis, and t... they decide they want to use ... commercially, and still have ... same channel," he asserted.

Sen. Benton pointed to the N... Board of Regents' plan to hav... statewide educational network. ... Senator said the board had reco... mended 11 stations as again... FCC's proposal of seven reser... tions. Chairman Coy said fla... that the board had scaled its ... quest down to only three.

It was apparent that Sen. Ben... was taken by surprise for he ... marked that he had not been aw... of the change.

Going into the problem ... whether the educator has time, ... whether he has funds, to get i... television, Chairman Coy ... marked:

You must have a determination ... the board of directors of the insti... tion that they must want to do it. I ... not think that we should give the e... cators time to be educated as to ... value of this thing themselves.

Asked by Sen. Homer E. Ca... hart (R-Ind.) what is meant ... the term, educational progra... Chairman Coy said that un... Commission rules an educatio... program "is one that is put on ... an educational institution and ... to do with the improvement of ... cultural background and und... standing of the community."

Hits Educators

Attacking the educators' ass... tions that radio-TV stations ... "misused," Chairman Coy said:

They ignore what those progra... (news, music, discussions) do towa... the improvement and education of ... people, and their understanding, ... instance, of good music and liking ... good music—and I do not like w... much the idea some of them seem ... have that all of the radio stations ... the country have reduced this coun... to a great big mass, and we are j... one unit in it.

Significantly, Sen. Benton, ... parting from his usual arch-cr... ical attitude toward commerci... broadcasting, agreed, saying ... think your point is valid."

Displaying even an inabili... among Senators to agree on wh... an educational program is, Se...

IN MONTREAL

it's

CFCF

Canada's FIRST station—wise in the ways of PROGRAMMING, PROMOTION and MERCHANDISING . . . gives you the coverage and the listenership needed to do a real selling job in this rich market area.

CANADA'S FIRST STATION CFCF

U. S. Representative—Weed & Co.

WHAT A "SPOT" TO BE IN

WTTN

The Nation's Richest Farm Market

Survey average of 50.8% tuned every hour to good listening.

WTTN WATERTOWN WISCONSIN

Coy Aids Stock Market

FCC CHAIRMAN Wayne Coy's assertion last Wednesday that the long-awaited "thaw" of the television licensing freeze might come in September (story, page 19) was followed by brisk activity in television and radio issues on the stock market. On the day of Chairman Coy's statement—a day when stocks generally were irregular—RCA led the market in activity and also gained a quarter point, while, among others, Zenith rose 2¾; Admiral 1⅝; Motorola 1⅜; Emerson ¾; Philco ⅝; and IT&T ¼.

enton and Capehart fell apart on hat type of program the *U. of hicago Round Table* fits. Sen. enton, who helped originate this ow, said it was educational. But en. Capehart said he would call it olitical."

The celebrated Richards case reeived little attention for when the ubject was introduced by Sen. ohnson, Chairman Coy said he ould not discuss its merits beause (1) the case is pending beore FCC for a decision, and (2) f I get into a discussion of that ere, probably somebody is going come around and disqualify me." However, Chairman Coy said en Cottone, FCC general counsel, ad the right under the Administrative Procedure Act to file exeptions in the case. He said Mr. ottone was not under the control f the Commission "with respect these matters, nor by actions f the Commission except as those ctions were required to be taken y laws passed by the Congress." Chairman Coy told the Senators CC definitely would render its ecision and as Sen. Johnson put "resolve any controversy beween examiner and chief counsel due time." Chairman Coy said e latter term meant 30 days.

The case concerned renewal lienses of KMPC Hollywood, WGAR leveland and WJR Detroit. G. A. Dick) Richards, who was charged FCC with allegedly directing e slanting of news on the air, ed May 28. Mr. Richards was ief stockholder of the stations.

The hearing became lively with equally controversial case which olves FCC policies. That is the proposed assignment of WMIE Miami, Fla.'s construction permit from Lincoln Operating Co. as trustee for Sun Coast Broadcasting Corp. to Sun Coast itself. Arthur McBride is principal stockholder in Sun Coast.

Mr. McBride was named by the Senate Crime Investigating Committee as not being qualified to be a broadcast station licensee despite a finding by FCC Hearing Examiner Leo Resnick, who in an initial decision March 14 proposed to grant consent on the CP change.

Also involved is Continental Press, a national racing news wire, once owned by Mr. McBride. The crime group particularly challenged Mr. Resnick's finding that Continental Press has not violated any laws and that no evidence was produced during the hearing respecting Mr. McBride's reputation or past ownership of Continental to disqualify him from being a station stockholder.

Two members of the crime group —Sen. Hunt and Herbert R. O'Conor (D-Md.), now chairman of the crime investigators—were present at Wednesday's hearing.

During their questioning of the FCC chairman, Mr. Coy revealed:

● Mr. Cottone had been authorized to look at Mr. McBride's tax returns [BROADCASTING • TELECASTING, June 4].

● Mr. Cottone had asked for "two or three" extensions of time (30 days) before filing exceptions in the case but finally the last extension for time was denied by Motions Commissioner.

Chairman Coy stressed that the FCC examiner could not have proceeded differently since there was no evidence to support the crime committee allegations. The crime unit had labeled Continental Press as being linked with organized gambling.

Sen. Hunt, however, charged that WMIE had been critical of the Miami Crime Commission and of the Senate crime group itself in certain broadcasts. Chairman Coy said such criticism was not enough to put a station off the air since there is a right to a difference of opinion.

Sen. O'Conor, however, asserted Chairman Coy was "begging the question" and "evading the issue." No one questions a person's right to disagree, the Senator said. Sen. Hunt asked if there would be reason to re-open the case if broadcast material showed the station "not in harmony with good government."

FCC is bound by evidence, Chairman Coy reminded the Senators, and added that it would reopen the case if it can get evidence by testimony to support the crime committee complaint.

Before the WMIE Miami phase got underway, Sen. Johnson read a written request from Paul M. Segal, member of Segal, Smith & Hennessey, Washington law firm, and attorney for Sun Coast Broadcasting Corp.

Mr. Segal had written the Commerce committee:

My purpose in making the present statement is respectfully to request the committee to make no inquiry into the WMIE case, and not to discuss it with Chairman Coy.

. . . I mention this because it is quite clear that any inquisition by this committee into the case will have the effect of further aggravating the tragic results of what has already happened in this proceeding.

Sen. Johnson said he did not like the use of the words, "inquisition by this committee." The Senator said he believed that a committee member could ask any question about any case and that there should be no restrictions. The other members agreed.

A brief phase of the hearing concerned discussion of Canada-U. S. and Mexico-U. S. negotiations on the selection of TV channels. Sen. Warren G. Magnuson (D-Wash.) was concerned with whether the U. S. was being assured of the most usable channels in border areas. Chairman Coy pointed out that there is a difference in TV development in this country and in Canada or Mexico.

SNADER EXPANDS

Production Unit Formed

EXPANDING operations to encompass financing and production as well as distribution of films for both television and theatres, Snader Telescriptions Corp., Beverly Hills, Calif., has created a new division called Snader Productions. New division will care for all "outside" and additional production, according to Louis D. Snader, president.

Under the new setup, the firm will start immediate production and distribute four half-hour film series for television and also handle the exclusive theatrical and TV distribution of a new group of 13 British films produced within the past two years. This is in addition to the new series of Snader Telescriptions which is currently being shot in color and black-and-white, it was said.

Firm has signed an agreement with Alexander Korda of London for exclusive representation in the United States of nine British films for TV and theatres and four for exclusive TV sales.

In line with the new policy, Reub Haufman, head of Snader's sales organization, has announced a full expansion and realignment:

Jack McClain, assistant sales manager WMCT (TV) Memphis, joins the firm as Atlanta sales service representative. Harold Goldman is sales service representative in New York and the eastern seaboard, with Alan Fischler serving in a similar capacity on the West Coast, working out of Snader Production's Beverly Hills office. Monroe Mendelsohn assumes the post of national station service co-ordinator, with E. Jonny Graff appointed manager of agency sales in behalf of stations. A Dallas office also will be established.

Robert Snader has been appointed supervisor of all production activities, with Jess Corello production manager. Duke Goldstone is director and Phil Bloom talent buyer. Louis Victor has been made co-ordinator of all Snader Telescriptions productions.

Sarnoff On 'Time'

BRIG. GEN. DAVID SARNOFF, RCA chairman of the board, is featured in the July 23 *Time* cover story on the latest development in RCA color television.

Says *Time*, commenting on the new demonstrations of RCA color in New York: "It looked as if radio's miracle man had not run out of miracles."

The story is a profile of General Sarnoff whose up-from-the-bottom career is described by *Time* as matched by few other business leaders.

Sponsors TV Detective

WINE CORP. OF AMERICA, Chicago, for Mogen David wine, will sponsor *Charlie Wild, Private Detective* on ABC-TV effective Sept. 11, through Weiss & Geller, same city. Show, which was slated originally to be aired on NBC-TV, will be telecast opposite Milton Berle, Tuesday, 7 to 7:30 p.m. (CDT).

CREIGHTON U., Omaha, sending out booklet "Television and The Creighton University." Booklet has two-fold purpose, (1) to inform persons on school's communication arts program and (2) to answer many requests for information on school's TV rehearsal equipment and entire TV procedure.

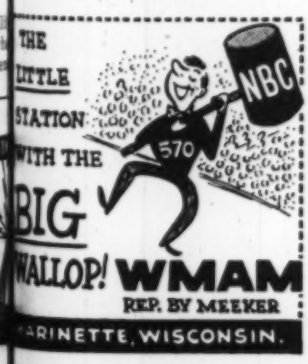
Mr. Phil Boxman,
Young & Rubicam, Inc.
Chicago, Ill.

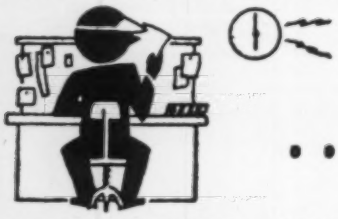
Dear Phil:

Hit ain't no gamble when you buys time on WCHS, 'cause yer chances wv success is way up. Why Phil, d'ya know thet yuh kin jest take yer pick wv th' times on th' WCHS program schedule, an' yer chances is six outen seven thet yer in th' highest Hooperated quarter hour on th' air in Charleston, West Virginny at thet time. Now kin yuh beat thet? Thet's jest as near a shure thin' as yule ever hear wv, Phil, an' don't fergit, they's five radio stations in Charleston, an' ole WCHS has 43.1% wv th' total audience. Thet's mor'n two an a half times th' ratin' wv th' next rankin' station. Jest tho't yud like ter know.

Yrs.
Algy

WCHS
Charleston, W. Va.





...at deadline

NARTB AND BAB ADOPT MEMBERSHIP PROCEDURE

POLICY governing competitive selling of memberships by NARTB and Broadcast Advertising Bureau announced jointly Friday after several weeks of negotiation [BROADCASTING • TELECASTING, July 9].

NARTB dues schedule includes 30% discount for stations joining association between July 1 and next March 31, since these new members cannot get BAB membership via NARTB. Stations that joined NARTB before July 1 to pay full dues unless they elect not to accept BAB service, in which case they get 30% discount.

Plan for separation of BAB Inc. from NARTB next April 1 provided that any NARTB members that joined by April 1, 1951 can elect not to join BAB and get 30% discount on dues. They have this privilege until next April 1.

Stations that joined NARTB between April 1-June 30, 1951 have until Aug. 15 to avail themselves of BAB by paying full NARTB dues. Non-NARTB members and members now joining NARTB must pay BAB monthly dues of half station's hourly rate.

In joint statement Harold E. Fellows, NARTB president, and William B. Ryan, BAB president, said, "Normal, healthy development of both basic services will contribute to a stronger industry and to the individual welfare of the organization members."

BREWERY USING RADIO-TV

LIEBMANN BREWERIES Inc., New York (Rheingold beer), launching contest to find Miss Rheingold 1952, will use radio and television to promote it. Effective Aug. 19, beer firm will use 184 spots weekly on seven New York radio stations plus heavy spot radio schedule in Connecticut, Vermont, New Hampshire, New Jersey and New York State. Series of 65 five-minute interviews with six candidates for Miss Rheingold 1952 will be telecast over New York stations starting Aug. 3. Since early this year heavy schedule of station-break television spots has been used, featuring famous singers. Foote, Cone & Belding, New York, is agency.

NBC OFFERS TV SEGMENT

NBC-TV has offered alternate Sunday night 9-10 p.m. period, being released by Philco Corp. to American Tobacco Co., for its *Robert Montgomery Presents* now in alternate Monday, 9:30-10:30 p.m. time. Tobacco firm to decide whether it will switch time early this week. If it does, Monday night alternate-hour would probably be sold in half-hour segments.

NEW ABC DOCUMENTARY

ABC-TV scheduling *Crusade in the Pacific*, March of Time documentary sequel to its *Crusade in Europe* for fall debut over its five owned and operated TV stations. Series, 26-week one-half-hour, probably will be offered for sponsorship on individual market basis.

SLIGHT NETWORK RADIO DIP SHOWN IN PIB REPORT

GROSS billings for four radio and three TV networks for June 1951-50 and January-June 1951-50 being released by Publishers Information Bureau today (Monday) as follows (DuMont TV Network did not report):

NETWORK RADIO

	June 1951	June 1950	Jan.-June 1951	Jan.-June 1950
ABC	$2,720,268	$2,902,341	$17,344,512	$19,473,536
CBS	6,220,959	5,837,873	39,285,216	36,061,897
MBS	1,191,691	1,204,638	8,859,908	8,493,644
NBC	4,739,193	5,200,901	30,000,036	32,910,043
Total	$14,872,111	$15,145,753	$95,489,672	$96,939,120

NETWORK TELEVISION

	June 1951	June 1950	Jan.-June 1951	Jan.-June 1950
ABC	$1,287,440	$405,566	$8,228,700	$1,926,534
CBS	2,900,782	840,374	17,069,328	4,604,396
NBC	4,244,240	1,574,771	26,739,532	7,501,236
Total	$8,432,462	$2,820,711	$52,037,560	$14,032,166

FCC DRAFTS SHORTCUT

(Continued from page 4)

revised plan would not be made now, as minority wished, but included with overall package of final allocation decision. A and B pertain to allocation principles and technical standards.

6. Evidence to be filed respecting Appendices C and D (city-by-city allocation and U. S. border allocations) must be "consistent" with Appendices A and B, except where oppositions and alternatives have been filed on A and B, in which case deviations can go no further than latter.

7. If parties have comments already on file which deviate from A and B, they may file further testimony in support of comments as pertains to that deviation, but no new deviation could be suggested.

Support for stagger plan seen in fact FCC staff can work along with industry attorneys and engineers which claimed need for more time to prepare evidence. Thus final decision could be ready within couple weeks after final group's comments were received.

FCC staff would have to wait until after all comments and replies were filed—at least 120 days on basis of industry needs, it was pointed out—before it could begin processing under non-stagger plan of only one deadline for direct and another deadline for replies.

"I believe we have a ground here to act on the Commission's notice and I believe we shall do so expeditiously," FCC Chairman Wayne Coy commented in concluding conference.

Among those generally supporting shortcut proposal of FCC were: NARTB-TV (whose petition urging paper hearing sparked Commission action), RTMA, ABC, CBS, NBC, Assn. of Federal Communication Consulting Engineers, Joint Committee on Educational Television and Paul Spearman, spokesman for group of attorneys and engineers which met on problem preceding night. Informal luncheon committee named by Chairman Coy which worked out compromise proposals and came up with stagger plan included: Paul Dobin (spokesman), Curtis Plummer, Joe Kitner and Cy Braum, all FCC; Mr. Spearman; Telford Taylor, JCET counsel; Consulting Engineers Stuart Bailey and Earl Cullum.

TONI CRIME SERIES

TONI Inc. (division of Lever Bros.) sponsoring *Crime Photographer* on CBS-TV, Thursdays, 10-10:30 p.m. beginning Sept. 27. Agency is Foote, Cone & Belding, Chicago.

Closed Circuit

(Continued from page 4)

man to sales director's post now occupied Mr. Gallery.

BLOCK DRUG Co., Jersey City, through C & Presbrey, New York, breaking radio spot a nouncement campaign for Polident Aug. 1, through Joseph Katz Co., New York, is look for availabilities in several markets for ra spot schedule for Mini-Poo shampoo, to st Oct. 1.

TWO major changes upcoming in TV film fi Associated Artists Productions and Flamin Films, top-flight distributors, being merg into new firm to be known as Motion Pictu for Television Inc. with Matthew Fox, form executive vice president of Universal Pictur as board chairman. In production field, own ship of Vidicam Pictures Corp. undergo realignment with President Larry Gordon d posing of his stock interest in what's report to be $250,000 deal.

ORGANIZED TAX PAYERS' associations a coming concerned about educational TV res vation proposals for fear enormous investme required will result in astronomical boosts state and municipal taxes.

BRISTOL-MYERS, New York (Mum), throu Doherty, Clifford & Shenfield, New York, pr paring radio spot announcement campaign.

THOSE unauthorized "coffeepot" TV rebr cast stations springing up in non-TV ar [BROADCASTING • TELECASTING, July 2], sa will be outlawed by FCC in policy report. may be accompanied by citation of spec violations.

WHITEHALL Pharmacal Co., New Y (Anacin), understood negotiating for TV n work show and planning radio spot sched to start Sept. 24. John Murray, New Yo is agency.

FM COMMITTEE NAMED

NEW membership of NARTB's FM Comm tee announced Friday by President Harold Fellows with Ben Strouse, WWDC-FM Wa ington, reappointed chairman. Other membe include Frank U. Fletcher, WARL-FM Arli ton, Va., and Josh L. Horne, WFMA (F Rocky Mount, N. C., reappointed; Edward Wheeler, WEAW (FM) Evanston, Ill., a Raymond S. Green, WFLN (FM) Philadelph Alternates are Everett L. Dillard, WA (FM) Washington; Victor C. Diehm, WAZ FM Hazleton, Pa., and Gerald Harris WMAS-FM Springfield, Mass.

HOOPER RESEARCH PLAN

REQUESTS for radio committees of Am can Assn. of Advertising Agencies and As of National Advertisers to decide if Hooper Pulse audience measurements should be ta as standard for industry have been made C. E. Hooper, president of C. E. Hooper I in letters to members of these committe made public by Mr. Hooper Friday (see Ho erating story page 24).

DuMONT OPTIONS THREE

DuMONT TV Network said Friday it h optioned three new programs for its fall sch ule: *The Phil Rizzuto Show*, Broadway comed *Inside U. S. A.*, and *The Chamber Music S ciety of Lower Basin Street.*

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of the keystone state . . .
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580 K. C.

Known as Mr. 580 in every radio home in Harrisburg and in the many rich, new areas added to its beat, WHP now delivers more sales potential than ever before. Let the station that made Mr. 580 a household word help you sell your product in the highest per-capita retail sales center in the Keystone State.

Call the Bolling Company today.

WHP

The CBS station serving the greater South Central Pennsylvania area day and night, including such markets as Harrisburg, York, Lancaster, Lebanon, etc.